VOLUME 67 APRIL, 1921 NUMBER 1

The INLAND PRINTER

Leading Trade Journal of the World in the Printing & Allied Industries

Forty Cents



Monotype Room of the GRAY PRINTING COMPANY, *Fostoria, Ohio*

Combination Monotype Equipment for the Job Shop

ONE MAN runs keyboard and caster—or rather, he operates the keyboard and the caster runs itself, with a small amount of attention—one is running all the time—both most of the time.

This combination operator has great earning capacity; he does all composition and makes all material that goes with it—always new;

—and the quality of Monotype printing brings new customers—ask the Gray Printing Company.

A single equipment enables any printer to compete successfully with any other.

Monotypes are known by the company they keep—you will find them in GOOD print shops

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia New York Chicago Boston Toronto Birmingham

Monotype Company of California, San Francisco

218

This page composed in Monotype No. [illegible] Series and Monotype rule

EXHIBITOR
Graphic Arts Exposition
CHICAGO — JULY 23 TO 30

LITHOCRAFT
OFFSET BOOK

HERE is a paper which splendidly exemplifies the advantages of BUTLER standardization. To produce a paper which has the finish and strength to take lithography of all kinds and which is adaptable for the greatest possible range of uses; the ideal color and surface which responds so beautifully in offset work of the most delicate nature; a paper that will not fuzz, stretch, wrinkle or curl but will lie absolutely flat and register perfectly—to do this means carrying out fully the BUTLER standards of quality and workmanship. And with this, as with all BUTLER papers, you get BUTLER service—which has contributed to the upbuilding of the BUTLER institution.

BUTLER PAPER CORPORATIONS

New York · Chicago · San Francisco

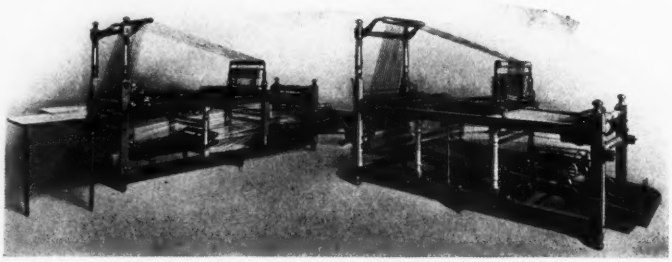
BUTLER PAPER · Paper · IS BETTER PAPER

DISTRIBUTORS OF BUTLER BRANDS—STANDARDIZED PAPER

J. W. Butler Paper Company	Chicago	Central Michigan Paper Company	Grand Rapids
Standard Paper Company	Milwaukee	Butler American Paper Company	Chicago
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Missouri-Interstate Paper Company	Kansas City	National Paper & Type Company	New York
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Southwestern Paper Company	Houston	South America, Mexico, Cuba	
Sierra Paper Company	Los Angeles	Thomas W. Simmons & Co., Inc.	New York
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Butler Paper

"Butler Paper is Better Paper"



The HICKOK Dual L Ruling Machine

will rule both faint and down lines on one side of the sheet at one operation, thereby saving about 75% in time over the single machine. This machine has become most popular as a job machine, as all up-to-date shops are equipped with one or more. Guaranteed to do perfect work.

THE W. O. HICKOK MFG. CO. Established 1844 **Harrisburg, Pa., U. S. A.**

EMBOSSED MASONIC EMBLEMS

On Stock Ready for you to Print

Invitations
Announcements
Programs
Cards

ENGRAVING & EMBOSSING *from* **Steel Dies** *and* **Copper Plates**

239 North Wells St., Chicago, Ill.

STAUDER ENGRAVING CO.

Get Samples and Trade Prices

(1522)

The Aristocrat of the Business Man's Desk!

CASTLE BOND

It Prints Well

CLEMENTS PAPER COMPANY

Paper for Printers Exclusively

NASHVILLE, TENNESSEE

Stop Tape Troubles *on the* FOLDING MACHINE



Finished Tape

Make folder tapes endless with "SANDERCO" cement. Prepare all the tapes on the machine at one time. Or if preferred, all the tapes on one fold at one time. They dry quickly and run freely over the small pulleys. They last many months and give a uniform period of service. One pound of "Sanderco" and "Special Combing Brush" $6.25, postpaid. Extra one pound cans $5.00.

Endless Tape Compound Company

Phipps Power Bldg., Pittsburgh, Pa.

The INLAND PRINTER

Vol. 67, No. 1 . HARRY HILLMAN, Editor April, 1921

Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A.

New York Advertising Office, 41 Park Row

TERMS—United States, $4 a year in advance; single copy, 40c. Canada, $4.50; single copy, 45c. Foreign, $5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.

Special Offer on FLEXIBLE GLUE

Short time only

Compounded of No. 1 grade clear hide glue and other high grade materials, it always remains flexible. Used by bookbinders, shoe manufacturers, trunk makers, wood workers, and by scores of others who require a glue which will remain flexible after it dries. Put up in 5, 10, 20, 30 and 60 pound tins; also in 25-pound cakes when specially ordered in lots of 250 pounds or more.

To convince you that Flexible Glue has no equal, we make this offer. We guarantee Flexible Glue to give satisfaction. If it does not you can return it and your money will be refunded.

19c. per lb. 100-lb. lots

This is your chance to buy at a very low price.

Terms: 1% ten days, net 30 days—f. o. b. Columbus, Ohio.

Also send for our Catalogue No. 24

THE COMMERCIAL PASTE CO., Columbus, Ohio

Make Money by Saving Metal



Why throw away 50% to 75% of good metal with the Dross?

You can reclaim it by investing in a

Dandy Dross Sifter

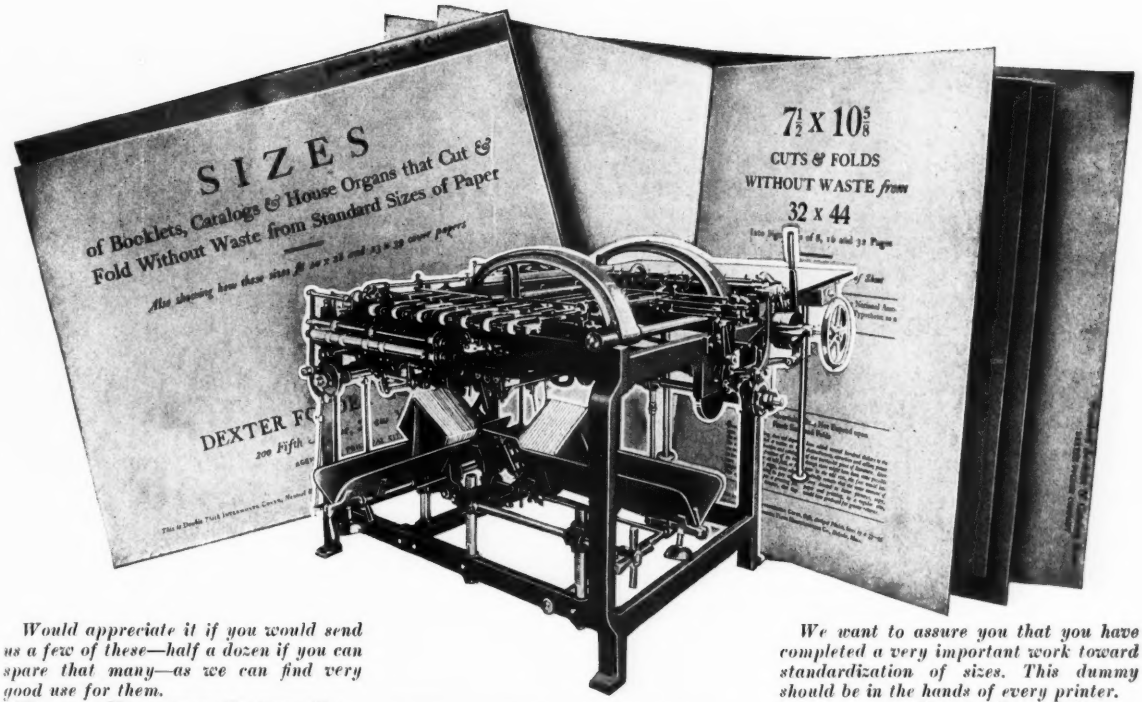
"No printing office should be without one"—*Athens Messenger.*

"Reclaim more metal than ever before possible"—*Xenia Republican.*

"Recovers many times cost of sifter in a year"—*New London, Conn., Day.*

Free booklet on "*Salvaging Metal from Dross.*"

DANDY DROSS SIFTER CO., Findlay, Ohio



Would appreciate it if you would send us a few of these—half a dozen if you can spare that many—as we can find very good use for them.
WYNKOOP-HALLENBECK-CRAWFORD CO.,
New York City, N. Y.

We want to assure you that you have completed a very important work toward standardization of sizes. This dummy should be in the hands of every printer.
CHARLES FRANCIS PRESS,
New York City, N. Y.

The No. 189-A
Dexter Standardized Jobber
and Standard Booklet and Catalog Sizes

No folder has made so good a record in the binding and printing trade as the No. 189-A type of Dexter Standard Jobbing Folder. The No. 189-A type delivers the most work in a given time, requires least time to adjust, lasts longest, depreciates least. Your salesmen can fit all their booklet, catalog, book and house organ printing to this machine.

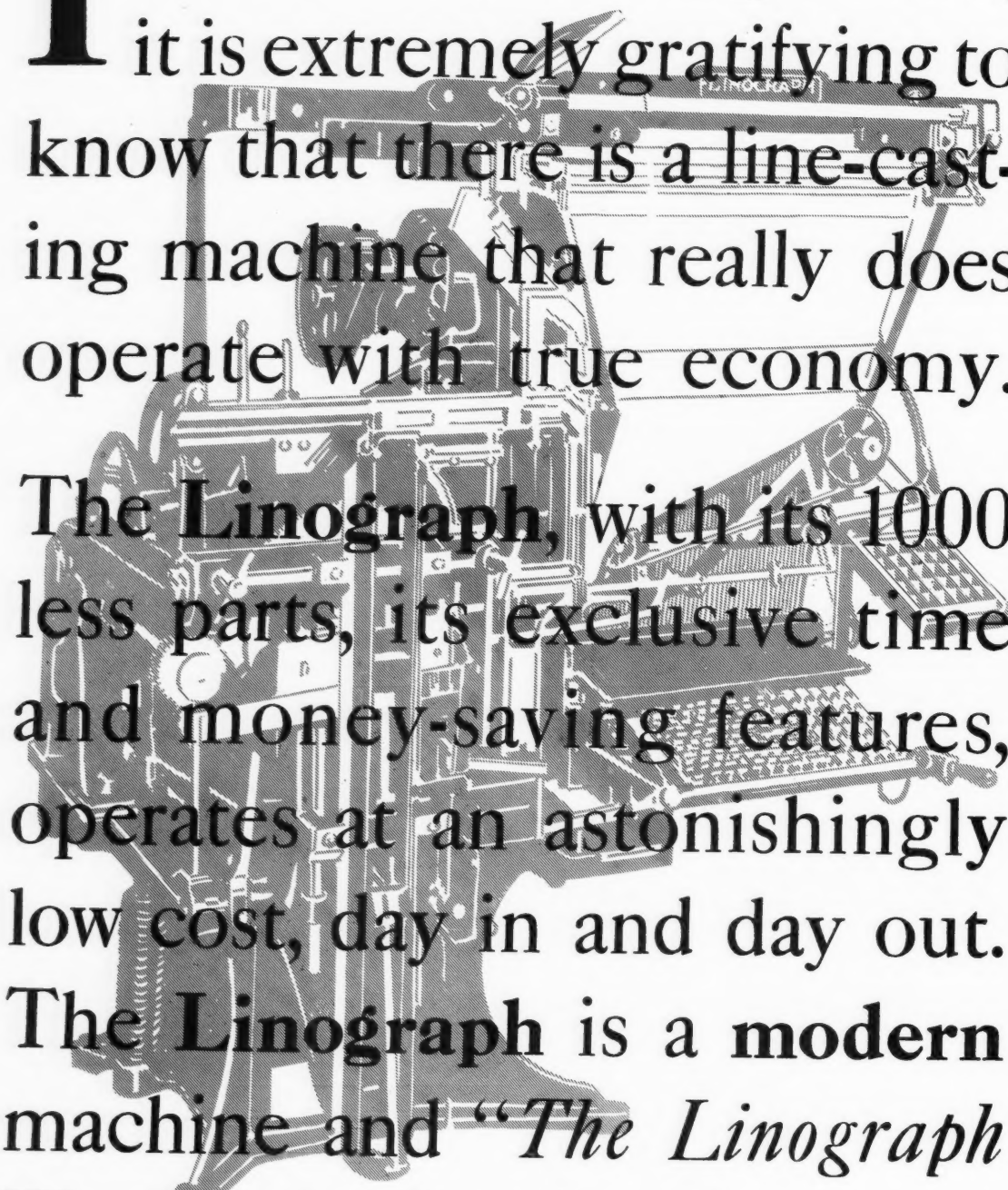
Our booklet "An Analysis of the Product of the Dexter Standardized Jobbing Folder" contains the specifications of the work it will handle. We want you to send for a copy, whether or not you are directly interested in purchasing a folding machine. The paper-size data and folding specifications given will be valuable to every person connected with the planning and selling and manufacturing of booklets, catalogs and house organs. Write today for a copy.

The writer has the samples conveniently filed in his desk and anticipates using them frequently. These samples will help the customer to visualize the various sizes of booklets, and therefore aid him in determining quickly and easily which size he wishes. This will eliminate much lost time and preliminary work on the part of the printing salesman. They will also undoubtedly prove useful in other ways.
ROGERS & HALL COMPANY, *Chicago, Ill.*

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO



IN these days of high costs, it is extremely gratifying to know that there is a line-casting machine that really does operate with true economy.

The **Linograph**, with its 1000 less parts, its exclusive time and money-saving features, operates at an astonishingly low cost, day in and day out. The **Linograph** is a **modern** machine and *"The Linograph Way Is the Easiest Way."*

Write for booklet, "Answers to Your Questions."

The Linograph Company, Davenport, Iowa, U. S. A.

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

If You, Mr. Printer

Study the methods of any successful manufacturer you will observe that he has applied these basic principles to the management of his business:

Elimination of Waste
Standardization
Quantity Production

And these principles are quite as applicable to the manufacture of printed work as they are to the making of any other product.

The Babcock *Universal Equipment* "OPTIMUS" has solved many production problems. Its time and labor economies have won the recommendation of both the employer and competent pressman.

Their endorsement of the "OPTIMUS" is substantiated by our greatly increased sales and indicates the important part our product is taking in the readjustment of costs in the printing industry.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory, **New London, Connecticut**

New York Office, **38 Park Row**

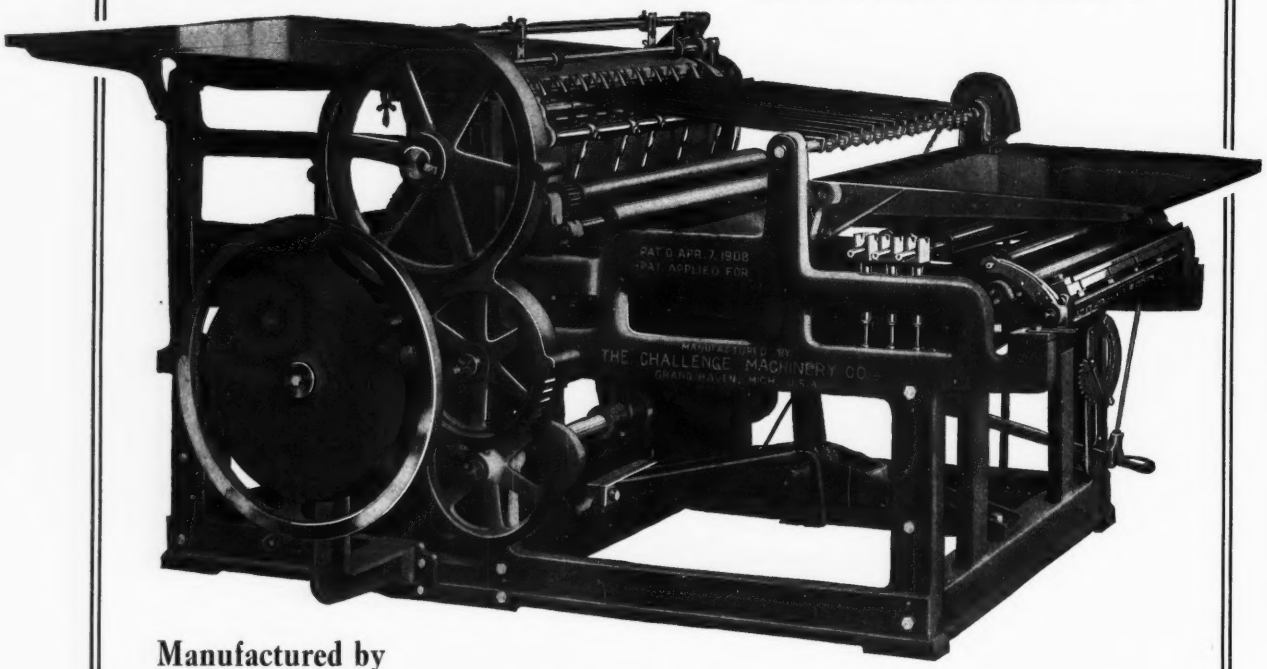
BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
MILLER & RICHARD, General Agents for Canada, Toronto (Ontario) and Winnipeg, (Manitoba)
JOHN HADDON & COMPANY, Agents, London, England. GORDON & GOTCH, General Agents for Australia
THE AMERICAN TRADING COMPANY, 25 Broad Street, New York City, Agents for China
NATIONAL PAPER & TYPE COMPANY, General Agents for Mexico, Central America and South America
LETTERGIETERIJ "AMSTERDAM," General Agents for Holland, Belgium and the Dutch Possessions
HENSEN & SKOTVEDT, General Agents for Norway. KARL M. GRONBERG, Agent for Sweden. F. L. BIE, Agent for Denmark

"Our Best Advertisements are not Printed—They Print"

LEE PRESS

TWO-REVOLUTION

Write Today and learn why "Lee Press Users are Lee Press Boosters"



Manufactured by

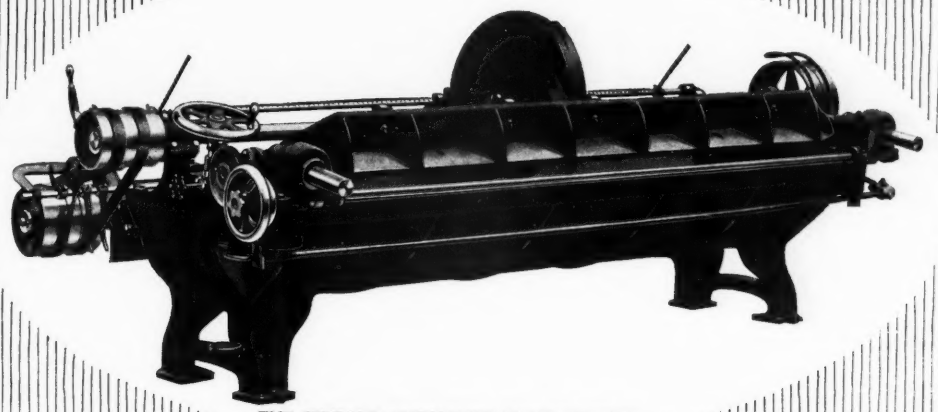
The Challenge Machinery Co.

Grand Haven, Michigan
CHICAGO NEW YORK

LEE PRESS

TWO-REVOLUTION

SEE OUR EXHIBIT at the National Printing and Allied Trades Exposition, 12th Regt. Armory, New York City, April 25th to 30th



THE SEYBOLD AUTOMATIC KNIFE GRINDER

The importance of the work which a Paper Cutter has to do warrants the best grinding equipment

Economical operation of cutters and the quantity and quality of production depend on properly ground knives

These facts demand your investigation

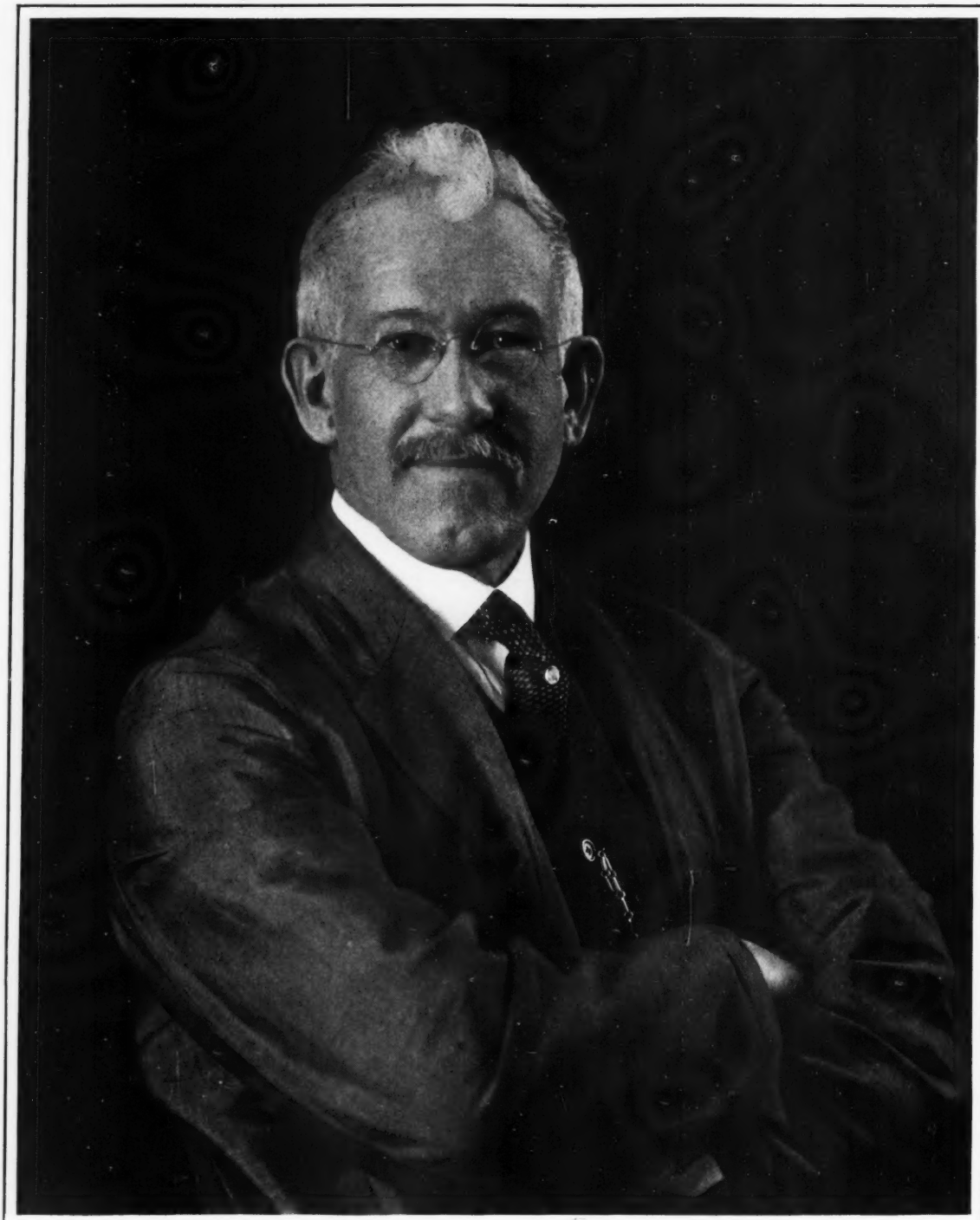
THE SEYBOLD MACHINE COMPANY

MAIN OFFICE AND FACTORY—DAYTON, OHIO, U. S. A.

MANUFACTURERS OF

CUTTERS AND DIE PRESSES

And Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Box Makers, Paper Houses, Textile Manufacturers, Sample Card Houses, Etc.



Sincerely,

J. H. B. Hales

Vice Pres. & Treas.

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

HARRIS B. HATCH

Our BIG chief



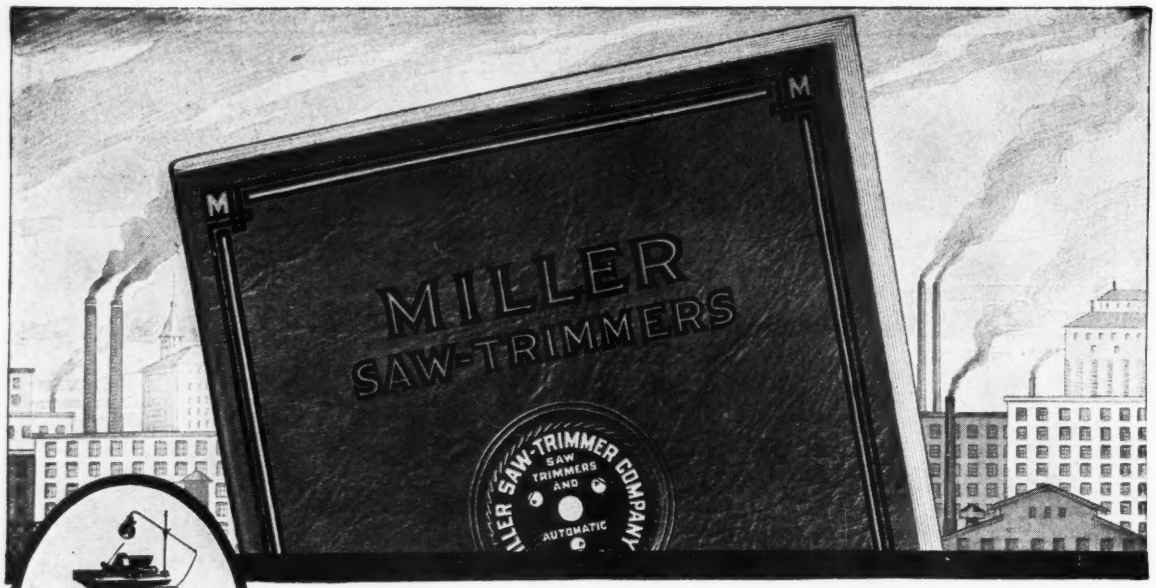
We have featured our workmen as factors in our business. We are justly proud of them and the way they hold down their jobs. But there would be no such jobs to hold down if it were not for Harris B. Hatch—our BIG CHIEF.

You will notice that his middle initial is "B." That stands for BIG, and *big* he is, in that sense which carries his influence beyond his own concern. Mr. Hatch is interested in the success of the *whole* electrotyping industry. He has made it a point to place Royal's inventions, processes and improvements—everything Royal has developed—at the disposal of his fellow electrotypers. He has unsparingly given his time to the promotion and welfare of the International Association of Electrotypers—one of the strongest coöperative bodies in the graphic arts industry—all with the idea of making the electrotype indispensable to the economic production of quality printing.

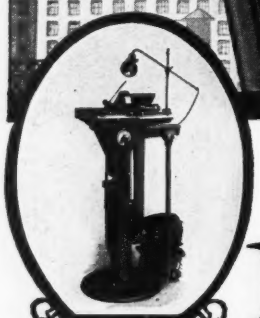
It is said that every concern takes on the size and character of the man who dominates it. Royal is only another way of spelling Hatch—using five letters for each. We are proud to be gauged by Mr. Hatch's size and characterized by his personality, because he belongs to the American aristocracy of business men who have worked themselves up from the bottom to the very top of the course on which they started. He started as an errand boy in the old Dickinson Type Foundry in Boston when he was fifteen. When he was seventeen he was given complete charge of the lead and metal furniture manufacturing department. All his life he has *worked* at some branch of the printing industry. Notice we said "*worked.*" In 1910 he came to Royal as treasurer and general manager. That was a great day for Royal. The business has grown to more than ten times its original size. It is still growing.

Royal Electrotype Company
Philadelphia, Pa.

Member International Association of Electrotypers



You Need This New Miller Catalogue



Miller Universal Saw-Trimmer



Miller Special-Purpose Saw-Trimmer



Miller Printers Bench Saw-Trimmer

BECAUSE it is more than an ordinary catalogue merely illustrating and describing MILLER UNIVERSAL, SPECIAL-PURPOSE and PRINTERS BENCH SAW-TRIMMERS—it is a valuable treatise, a *record* of *progress* if you please, setting forth the most efficient and latest approved composing room methods.

You will find clearly pictured and explained, the various practical operations of sawing, trimming, mitering, grinding, undercutting, mortising, notching, beveling, rabbeting, routing, drilling, jig-sawing, broaching, planing type-high and many other ingenious Miller operations which may be employed to your advantage and profit.

You'll be vitally interested in what the book reveals regarding conditions in your own shop—how your men are confronted every day with various kinds of cutting, sawing and trimming jobs and how they are forced to tackle these jobs with hand tools—possibly explaining why time tickets get top heavy.

If you have not already received a copy of the new Miller Saw-Trimmer Catalogue, it will pay you to drop us a line at once, on your business letterhead, as a means of making sure you are not overlooked.

Manufacturers of
Miller Automatic Feeders

MILLER SAW-TRIMMER COMPANY
PITTSBURGH, U. S. A.

BRANCHES: *Atlanta — Boston — Chicago — Dallas — New York — Philadelphia — San Francisco*

EXHIBITOR
Graphic Arts Exposition
-CHICAGO —— JULY 23 TO 30-

What is a GOOD INK CORRECTIVE?



These are days when little things are big. Competition is mighty keen. Buyers are considering price as well as quality and service. A little better quality, a little lower price, and a little better service land the big jobs. A good ink corrective gives you the edge in all three.

A good corrective quickly and surely adjusts the ink to every job, regardless of paper and weather conditions. It saves time on makeready, during the run, starting up in the morning, all along the line. *That's better service.*

A good corrective absolutely eliminates picking and mottling. It greatly improves distribution, keeps fine line cuts clean, and makes halftones print as sharp and smooth as the engraver's proof. On process work it prevents crystallization, thus permitting perfect overlapping. *That's better work.*

A good corrective saves the pressman's time by ending all trouble with the ink, by reducing wash-up during the run, by helping to cut down offset and slipsheeting. By improving distribution, it saves 10% to 50% of the ink. *That's lower costs.*

A good corrective has absolutely no harmful results. It softens the ink, instead of thinning it. It does not dim the color. It is neither a dryer nor a non-dryer. It is equally effective for black or color work.

REDUCOL

is guaranteed to measure up to all these requirements of a good ink corrective, and more.

Further information will be sent on request, but the best way to find out is by actual trial. Orders from any reputable printing or lithographing house will be gladly accepted on a 30-day approval basis.

EXHIBITOR
Graphic Arts Exposition
-CHICAGO —— JULY 25 TO 30-

INDIANA CHEMICAL & MFG. CO.

Dept. I-3, 135 S. East St., Indianapolis, Ind., U. S. A.

23-25 E. 26th St., New York City
Pacific Coast Agents: Geo. Russell Reed Co.
San Francisco, Seattle, Portland

608 S. Dearborn St., Chicago
Canadian Agents: Manton Bros.
Toronto, Montreal, Winnipeg



REDUCOL

1861 1921

60th Anniversary

SIGMUND ULLMAN

Founded this business in 1861

He was a pioneer when our Printing Industry was in its infancy, and a constructive force up to the time of his death.

His policy persists with our success.

This is exemplified in the erection of a new factory which is now nearing completion and which will double our capacity.

Thus are we placed not only as one of the oldest in experience but also the most modern in equipment.

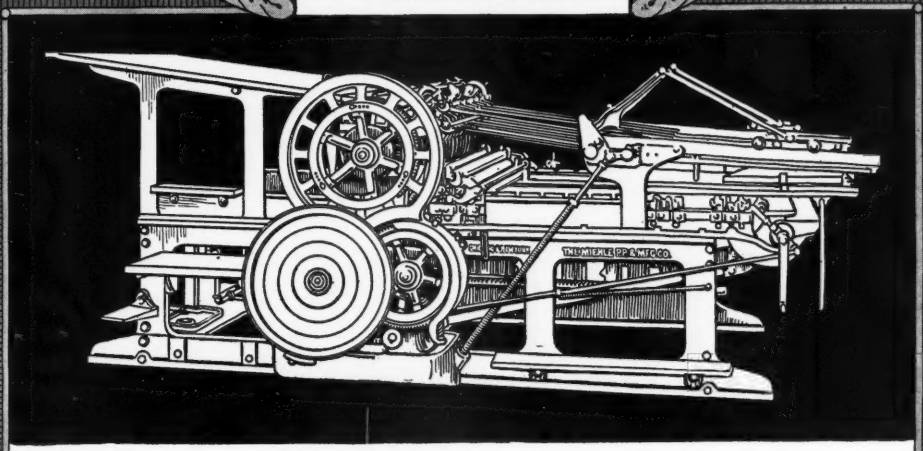


SIGMUND ULLMAN COMPANY

NEW YORK  CHICAGO

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

The Miehle



CONFIDENCE

WE "hope" for a favorable issue when we are in doubt of the result. We are "confident" of it when we have ample reason to expect the result to be favorable.

There is no element of hoping for good results when a Miehle is purchased. Hope is not necessary. The Miehle purchaser is confident that his choice is wise because the reasons governing it are ample.

He has before his eyes the experience of the users of many thousands of Miehle presses, every press realizing every expectation which led to its purchase. He sees hundreds of printers whose material success was coincident with their use of Miehles.

It is more than confidence; it is certainty.

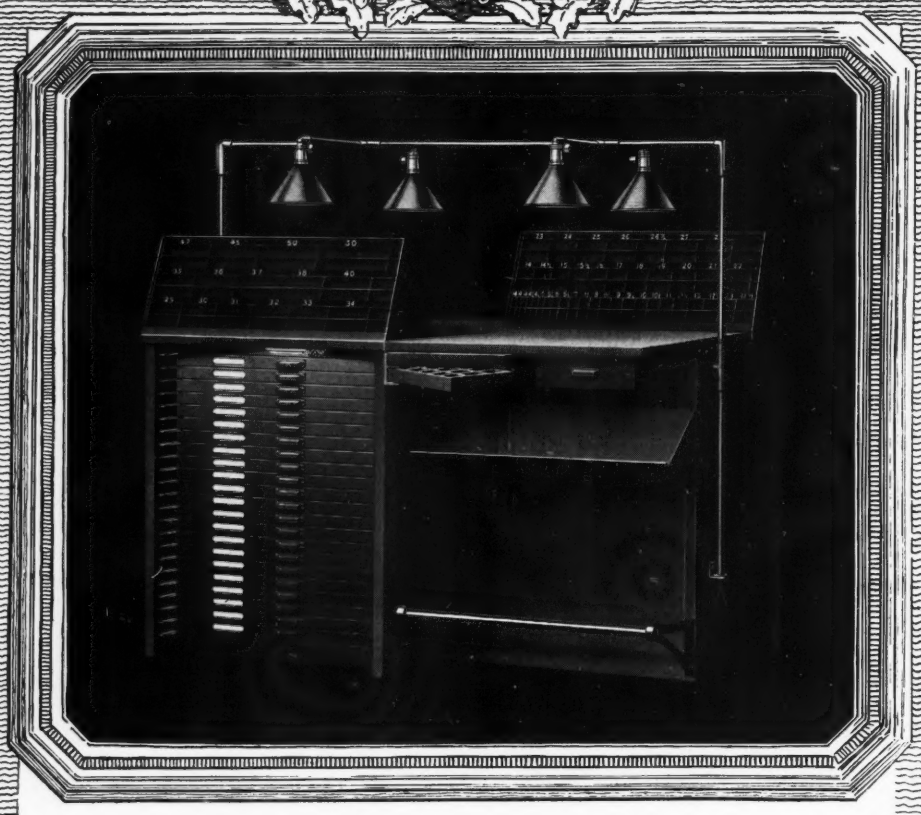
MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block — PHILADELPHIA, PA., Stephen Girard Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg. — DALLAS, TEX., 611 Heeren Bldg. — SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED



NEWSPAPERS

Everyone connected with the mechanical departments of a modern newspaper has been forced to realize "there is but one supply of *time*." Any plan or device to economize space or eliminate time-consuming motions is of *vital* interest. Efficiency demands *maximum convenience*, simplicity and durability; all other factors are of very secondary importance. —*Gordon Bennet.*

As above illustrated, the Hamilton Steel Cabinet No. 471 is designed especially for use in the Ad room of the modern daily. Furnished with or without lights, as desired. Flat working surface; holds 42 deep Cases with Pulls and Label Holders. Also made in wood. Send for further details.

That the Hamilton Steel Equipment is the last word in *Efficiency Furniture* for the composing room is the mature decision of newspaper executives—and jobbing plants are profiting by their example.

The Hamilton Manufacturing Co.

Eastern House: Rahway, N. J. Two Rivers, Wisconsin

For sale by all Prominent Typefounders and Dealers Everywhere

What WHITLOCK Users Say about the DEXTER COMBING PILE FEEDER

Entirely Satisfactory

Regarding the Dexter Combing Pile Feeder which you installed for us, we are not in a position to give any definite data about press runs, etc., but the work done with it has been entirely satisfactory to us.

THE GIRALDI COMPANY.

* * *

Most Profitable Investments

The Dexter Pile Feeding Machines which you have supplied to us, and particularly those of the Combing Type which have last been installed, have given us exceptionally satisfactory service, as well as most profitable investments.

ARTHUR THOMPSON & CO.

* * *

Exceed Our Expectations

The four Combing Pile Feeders are giving perfect satisfaction. In fact, they exceed our expectations, and it is really remarkable how steadily these machines will feed, and also how accurately.

SAUQUOIT TOILET PAPER COMPANY

* * *

Will Equip Every Press

As to the Dexter Combing Pile Feeder, will say that we have no fault to find with same whatsoever. It has proven very satisfactory and you may rest assured that it will be only a question of time when we will have all our presses equipped with your combing pile feeders.

THE H. G. RAZALL MFG. CO.

All You Claim and Then Some

You ask in regard to how I find the new feeder, the Dexter Combing Pile. Will say that it is all that you claim and then some. In regard to comparison with hand feeding, there is none. I'd say that comparisons are odious. I ran a job in two colors, close register, of 75,000, register perfect, and at a rate of 1500 per hour for the whole run, make-ready and all.

JOHN W. SCHAEFFER & CO.

* * *

Register is Perfect

We are glad to inform you that the Dexter Combing Pile Feeder which was installed in our plant about four weeks ago has been giving complete satisfaction.

During the somewhat brief period in which it has been in operation, we have found an increase in production over the hand-feeding method of about 25%, the register at all times being perfect. We have encountered no mechanical difficulties whatever.

THE STANDARD DIARY CO.

* * *

An Order for Two More

The best testimonial we can give you on the satisfaction that the Dexter Combing Pile Feeder is giving is our order for two more of these feeders within three months of the installation of the first.

If there has been any dissatisfaction regarding the mechanical operation of the machine, we have failed to hear about it; on the other hand, we have our splendid records of increased production to justify the investment in your efficient feeders.

KENNEBECK JOURNAL COMPANY.

* * *

No Hesitation in Recommending Feeder

We have no hesitation in recommending the Dexter Combing Pile Feeder to any printer who has sufficient work and in large enough quantities to get the benefit of excellent production of which this feeder is capable. We find that it will handle super paper and coated stock as easy as it will handle machine finish paper. It is positive on all these kinds of paper. We find that we can change to different size sheet in a few moments.

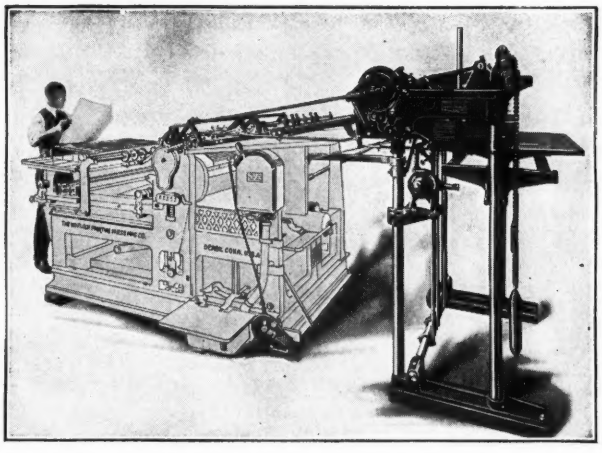
SOUTH LANCASTER PRINTING CO.

* * *

Perfectly Satisfactory

I wish to express my appreciation of the manner in which you are following up the service which the Combing Pile Feeder purchased from you about one year ago is performing. It is so unusual in my experience for a manufacturer of machinery to take any interest in his machine after same is paid for that I consider it only right to express my appreciation for your unsolicited inspection. I am happy to inform you that the feeder is giving all the service that you stated it would give and that I am perfectly satisfied with same.

The reputation of the Dexter Combing Pile Feeder grows steadily because old users tell our prospects of the extra output that automatic feeding gives.



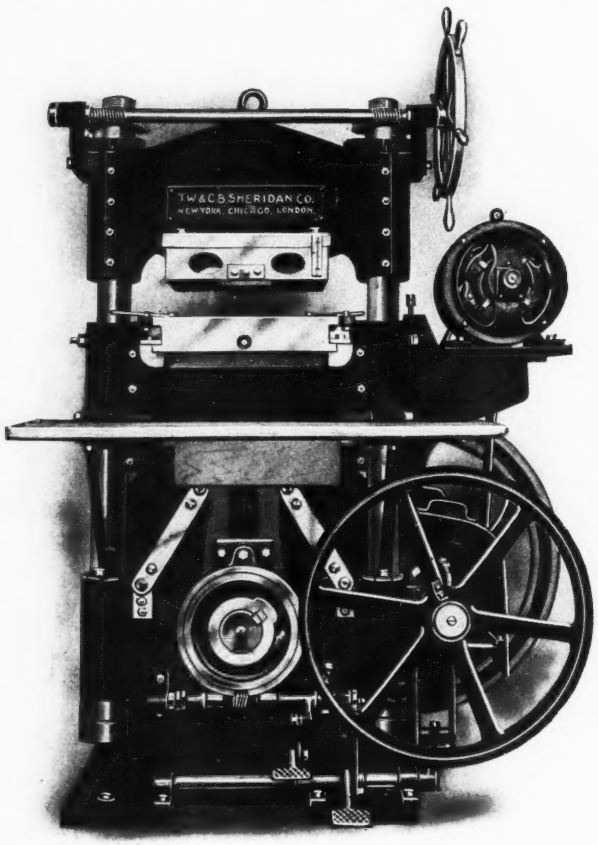
Automatic feeders in these times warrant priority over all other investments. For per dollar invested the Dexter Combing Pile Feeder shows the greatest return.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO

Another New Sheridan Creation



Sheridan 4 B Bookbinders Press Head 18x14 Inches

Built along SHERIDAN lines, with the SHERIDAN EXCLUSIVE TRIPLE TOGGLE CONSTRUCTION, and equipped with all the adjustments necessary for speedy and accurate work. A combination of ideas of our own engineers and ideas of practical bookbinders and stampers.

The sliding bed, the hand-wheel on top for raising or lowering the head, and the large hand-wheel below for minute adjustments when making up the form, are conveniences which will be thoroughly appreciated by practical bookbinders.

It is equipped with our latest type friction clutch, can be thrown off instantly if under too great a strain, and can be made to either run continuously or to throw off after each impression.

It can be Equipped with Inking Attachment

Particulars and Catalog on Request.

Write for information about the NEW SHERIDAN 5 S 4-Rod Smasher. Strongly and compactly built, exerting tremendous pressure. It is simple in construction, takes less floor space than any other smasher, and can be fed or operated from either side or both sides at the same time.

T. W. & C. B. SHERIDAN CO.

609 So. Clark St., Chicago, Ill. 401 Broadway, New York City 63, Hatton Garden, London, E.C.1, England

Manufacturers of Continuous Feed Embossers, Stampers, Smashers, Inkers, and Presses of all kinds.

DU PONT FABRIKOID

—bindings that stand a world-wide test

FABRIKOID bindings carry the message of the Alexander Hamilton Institute all over the world. Thousands of business men use these books constantly.

And Fabrikoid bindings keep them in perfect condition and attractive—in steady service. They cannot be stained by ink or grease, for the finish is impervious. They stand up well under the hardest wear—Fabrikoid is flexible, tough and strong. If soiled, they can be easily and thoroughly cleaned with soap and water.

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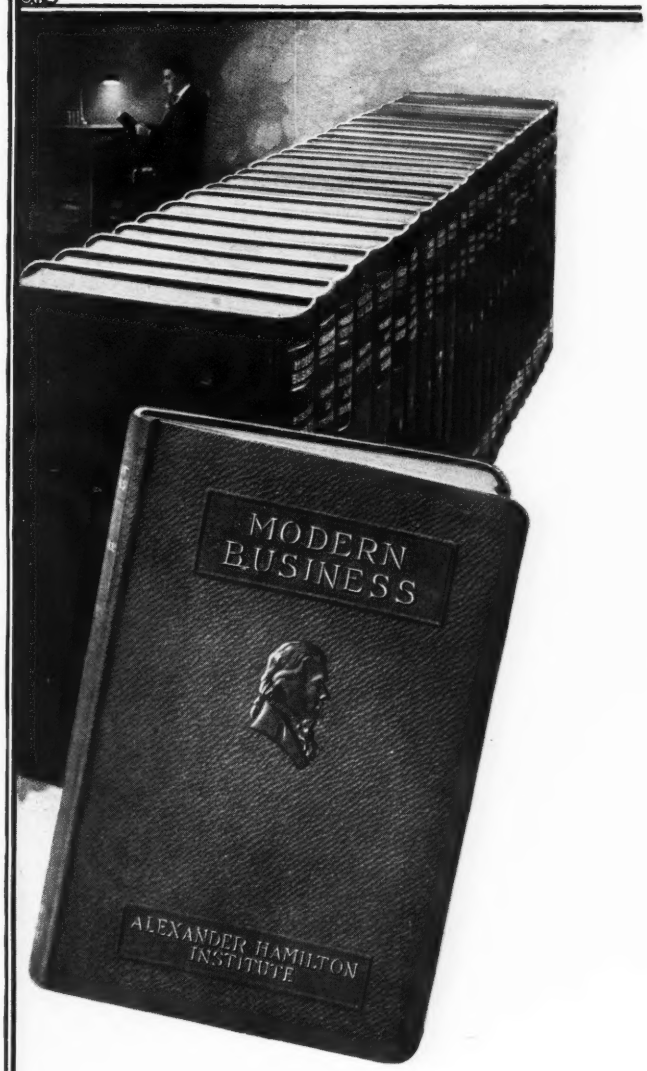
The Alexander Hamilton Institute has found this sort of service in Fabrikoid. Let us demonstrate its efficiency and economy to *you*.

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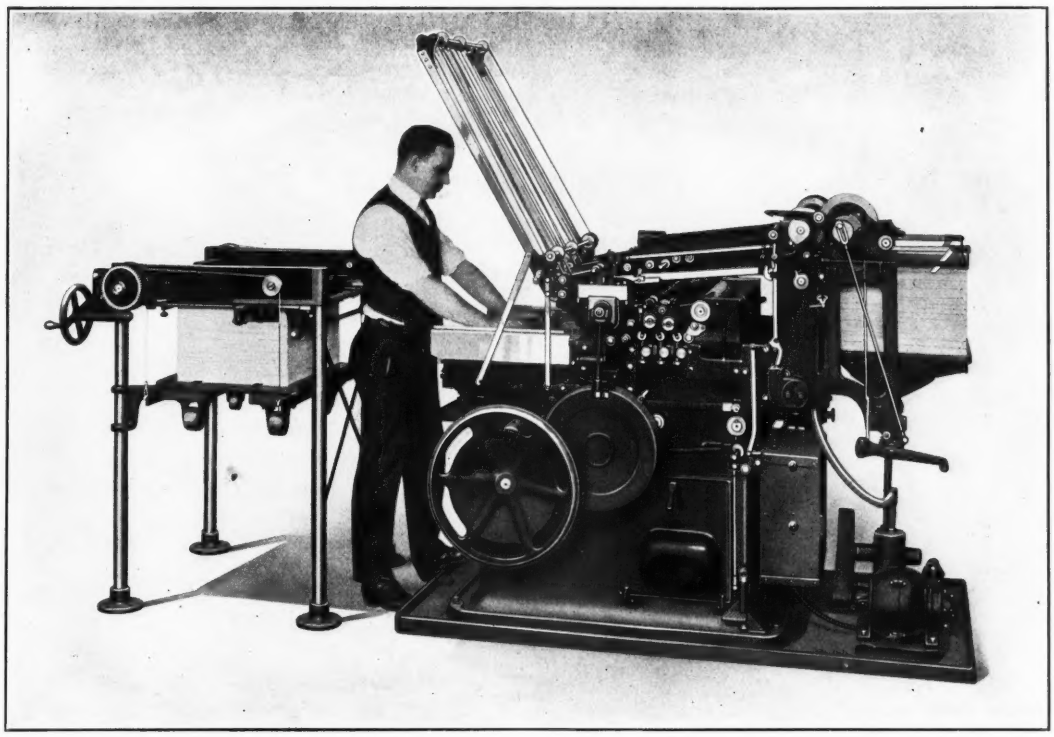
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Louis de Jonge & Co. . . . . Chicago and N. Y.
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Thos. Garner & Company . . . . . New York City
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The Greatest Money-Maker of them All



Kelly Automatic Press with Extension Delivery

THE EXTENSION DELIVERY IS AN EXTRA

MOST economical producer in the pressroom on short or long runs. On the run of the work, its product equals three automatic-feed platen presses, with better quality. On an extensive range of larger than half super-royal work which may be split, it is more profitable than the best two-revolution pony cylinder presses. Speed 3600 impressions per hour, easily. Absolutely automatic feed, simple, and entirely effective on all kinds of stock from onionskin to any card that will wrap around the cylinder. Register perfect and quality unexcelled by any of the larger cylinder presses. It is a half super-royal, plus (watch the plus)—the largest job press made; maximum sheet taken is 17x22 inches; maximum printing area is 15x22 inches; price includes motors and monitor control, all connected.

INVESTIGATE.—*Investigation will convince seekers for Better Profits. Therefore, Investigate! Nearly 1900 Kellys in use! 265 printing houses have repeated their orders; 403 repeat-order Kellys in use.*

FOR PARTICULARS AND PRICES APPLY TO NEAREST SELLING HOUSE OF THE

AMERICAN TYPE FOUNDERS CO., *Developer, Manufacturer and Distributor of the Kelly Press*

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ATLANTA, GA. ..... Dodson Printers Supply Co.

WASHINGTON, D. C., DALLAS, OMAHA AND SEATTLE ..... Barnhart Bros. & Spindler

Foreign Agencies for the Kelly Press.—CANADA (EAST OF MANITOBA): Toronto Type Foundry Co., Ltd., Toronto and Montreal. (CANADA, WEST: Orders are taken by American Type Founders Co., Winnipeg, Manitoba.) MEXICO, CUBA, SOUTH AND CENTRAL AMERICA AND WEST INDIES: National Paper and Type Co., head office 32 Burling Slip, New York City; Branch Houses in MEXICO, CUBA, ARGENTINA, URUGUAY AND PERU. GREAT BRITAIN: Canadian-American Machinery Co., London. FRANCE, BELGIUM, ITALY AND SPAIN: La Société Omnia, Paris. AUSTRALIA AND NEW ZEALAND: Alex. Cowan & Sons, Ltd., Melbourne, Sydney, Adelaide and Wellington. SOUTH AFRICA, BURMA AND INDIA: John Dickinson & Co., Ltd., Cape Town, Rangoon and Calcutta. HOLLAND AND JAVA: Lettergieterij Amsterdam (Voorheen N. Tetterode), Amsterdam and Batavia. SWEDEN: A.-B. S. Gumaelius Maskinaffar, Stockholm. CHINA: Ault & Wiborg, Shanghai and Hongkong.

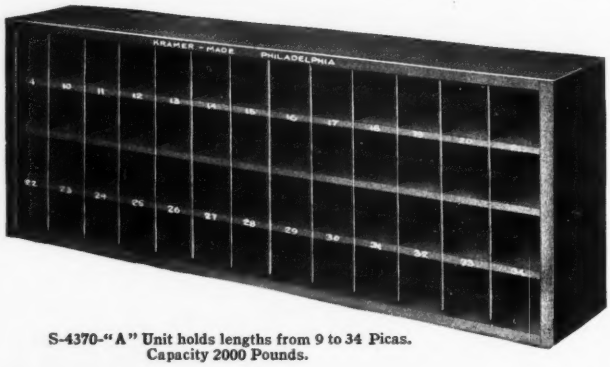
KRAMER LEAD *and* SLUG UNIT STORAGE CABINET

S-4370

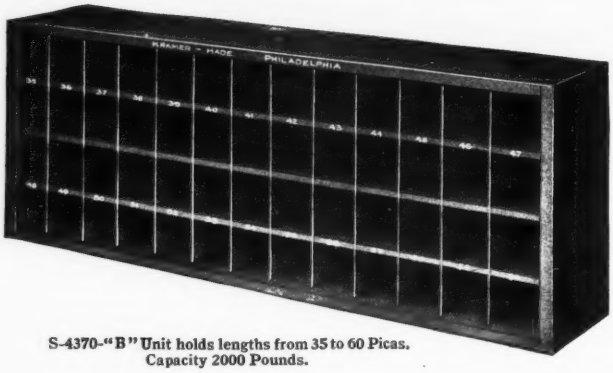
The most compact Lead and Slug Cabinet ever built. Each Unit will hold 2000 pounds of material when loaded to capacity.

MADE IN TWO UNITS—ALL STEEL CONSTRUCTION

To Hold Lengths From 9 to 60 Picas by Ems



S-4370-"A" Unit holds lengths from 9 to 34 Picas. Capacity 2000 Pounds.



S-4370-"B" Unit holds lengths from 35 to 60 Picas. Capacity 2000 Pounds.

Units can be set on any standard 50 case, double tier, Type Cabinet, or units can be set back to back, or mounted one above the other or placed against blank wall.

S-4370-"A" Unit

Holds Lengths from 9 to 34 Picas

S-4370-"B" Unit

Holds Lengths from 35 to 60 Picas

Each Unit Contains 52 Bins, 5⅛″ wide, 5″ high, each bin from 9 to 15 picas will hold 120 inches of low leads and slugs; 16 to 20 picas, 90 inches; 21 to 30 picas, 60 inches; 31 to 60 picas, 30 inches.

Overall dimensions of each Unit, 70″ wide, 10½″ deep, 23½″ high.

Finish—Dark Olive Green Baked Enamel.

DON'T be satisfied with "any kind" of Printing Office Furniture. We supply your wants to measure. Every job has individual attention.

DON'T spend a dollar until you consult us. We will save you labor cost, floor space, confusion and first cost. Let Kramer Engineers show you best way.

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THIRD AND CUMBERLAND STS. *Since 1797* PHILADELPHIA, PENNSYLVANIA

MONITOR

Quality, Speed, Service

Monitors Pay For Themselves

In Labor, Time and Materials Saved



MONITOR No. 1 WIRE STITCHER
"The One Machine for All Jobs"

This is the universal verdict of users of Monitor Wire Stitchers and is the reason why they have been accorded decided preference by users for more than a quarter of a century for every kind of a job, from stitching telephone directories to four-page pamphlets. No matter how difficult or how unusual the work done in your plant, *there is a* MONITOR WIRE STITCHER *that will do the job best for you and effect important savings in labor, time and materials.* INVESTIGATE.

There are 12 Different Types of Monitor Wire Stitchers

and each one has been designed and built to best serve some one of the specific needs of the Printing and Bindery Craft. That they do serve these needs and give 100 per cent satisfaction in meeting all shop requirements is best shown by the fact that THERE ARE MORE MONITORS USED IN THE HIGH GRADE SHOPS OF AMERICA THAN ANY OTHER MAKE OF MACHINES. Let us prove what a *Monitor Wire Stitcher* will do for you. Every Monitor machine fully guaranteed against defects in material and workmanship.

A Trial Will Prove Our Guarantee

THE MONITOR No. 1 WIRE STITCHER shown here is the *"One Machine for All Jobs"* of the average plant. It stitches anything from a two-page pamphlet with No. 28 or 30 wire to ⅜" flat book with 20x25 wire, *with no changes of parts.* Stitching table changes from flat to saddle by simply shifting a lever. Other Monitor machines cover all phases of heavy, light and special stitching. GIVE THE MONITOR A TRIAL IN YOUR PLANT. Give it your hardest jobs and note the saving it effects in time, labor and money.

Order one of our Satisfaction Guaranteed Monitors—TODAY!

MONITORS INCLUDE

WIRE STITCHERS—All Sizes,
PERFORATORS for every kind of job,
TAB AND INDEXING MACHINES,
PUNCHING MACHINES,
Multiplex—Duplex
NUMBERING and PAGING,
CREASING and SCORING, and
EMBOSSING MACHINES

OUR SERVICE DEPARTMENT will gladly co-operate with you to help you get maximum production at lowest costs. Write us in detail of your needs.

Ask for Catalog No. 27

LATHAM MACHINERY COMPANY

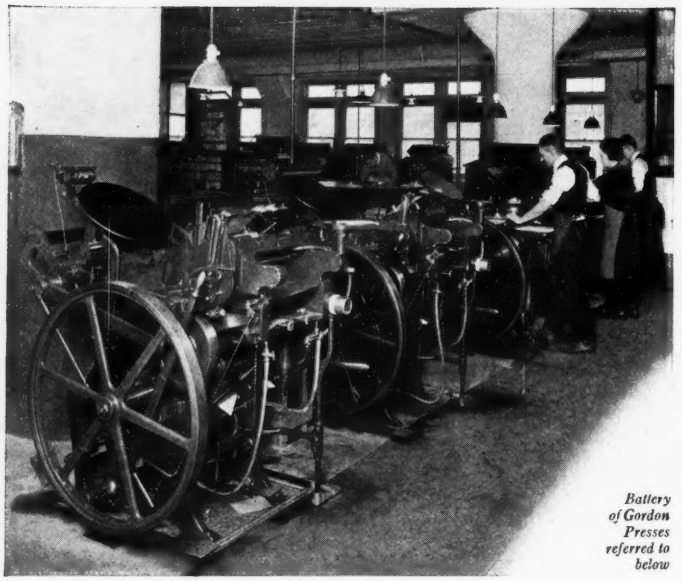
"Latham Machines Last Longest"

BOSTON **1153 FULTON STREET, CHICAGO, ILL.** **NEW YORK**

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PRESSES



Battery of Gordon Presses referred to below

Premier Press

CLEVELAND, O.

AS a printing concern prospers, two steps are invariably taken.

During growth, one Chandler & Price Gordon after another is added to the equipment of the plant.

At a certain point in that growth, the executives erect a building of their own in which new Gordons, in addition to the old ones, are installed.

For example, note Premier Press, progressive Cleveland printers.

They occupy three floors of their beautiful, newly completed building. Their present battery of new and formerly used Gordon Presses is helping retain their old business and to make new customers.

Two of their presses are equipped with Miller feeders.

Write for booklet "The Profit in Printing"

Chandler

The Chandler & Price Co., Cleveland, O.

CUTTERS



Chandler & Price Cutter referred to below

Seth Gayle Company

RICHMOND, VA.

IT is significant that you will find Chandler & Price Cutters as well as presses in most profit producing print shops.

Like the Gordon Press, the Chandler & Price Cutter is ruggedly built for long life, low upkeep, and consistent day in day out work.

The Seth Gayle Co., successful printers of Richmond, Va., have a present installation of two C. & P. Cutters. The attractiveness of work this firm turns out is due partly to the *accurate cutting done by their Cutters.*

The trouble-free service Chandler & Price Cutters give in this instance and in others is largely the result of the years The Chandler & Price Company has spent in the development of printing machinery.

Write for literature on cutters

& Price

Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage →

Each Tuft of Bristles Fastened With a Staple

Stapleset TRADE MARK Benzine Brushes



Stapleset Benzine Brushes

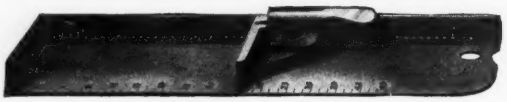
REGULAR BENZINE BRUSHES are made in four sizes, Nos. 15, 20, 25 and 30. Size No. 20 is 2½x7¾ inches. The Oval-Back Benzine Brushes are 5⅛x2¼ inches. No. 1 has long and No. 2 has short bristles. The Perfection Benzine Brush is 5x2⅛ inches, and is made with ten rows of pure China bristles. No. 2A with handle has a 4-inch brush.

The Sign of Quality Stapleset Stamped on Each Brush

Send for illustrated circular "EVERYDAY NECESSITIES FOR THE PRINTING OFFICE," showing a full line of brushes and other printing accessories

IN STOCK AT ALL SELLING HOUSES

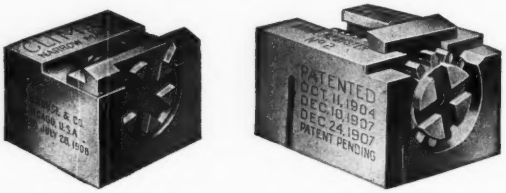
AMERICAN TYPE FOUNDERS COMPANY



Rouse Job Sticks

are unrivaled for accuracy, convenience and durability. Instantly adjustable to picas and nonpareils. Most economical stick for the employer and compositor. Use a Rouse Stick and be convinced.

Other Rouse utilities provide short cuts to profit in the printing business. Write for particulars.



Register Hooks and Bases

are the choice of the largest and most progressive color printers because of the all-around efficiency, economy and durability. Investigate before determining upon a plate-mounting system.

H. B. ROUSE & CO.

2214 Ward Street, Chicago

WHEN PURCHASING YOUR NEW EQUIPMENT

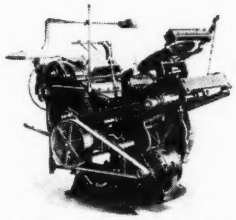
DON'T WAIT FOR VARIABLE SPEED MOTORS

SPECIFY

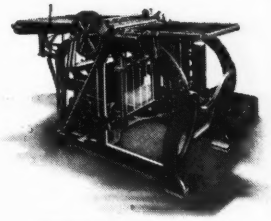
"HORTON"

VARIABLE SPEED

PULLEYS



DRIVE SHAFT Model "R" on a Chandler & Price Press with Miller Automatic Feeder.



DRIVE SHAFT Model "C" Standard Equipment for Cleveland Folding Machines.

THE ONLY SATISFACTORY VARIABLE SPEED DEVICE

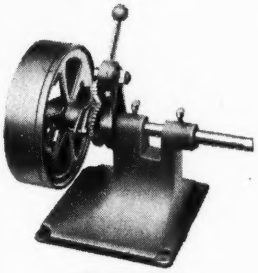
NO DELAY—IMMEDIATE SHIPMENTS

COUNTER SHAFT TYPES

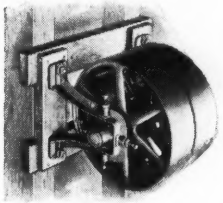
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"HIGH DUTY" COUNTER SHAFT TYPE HORSE POWER ½ to 7½ BELTED SPEED 500 to 800 R.P.M.



"STANDARD" COUNTER SHAFT TYPE HORSE POWER ⅓ to 4 BELTED SPEED 200-350 R. P. M.

HORTON MANUFACTURING CO.

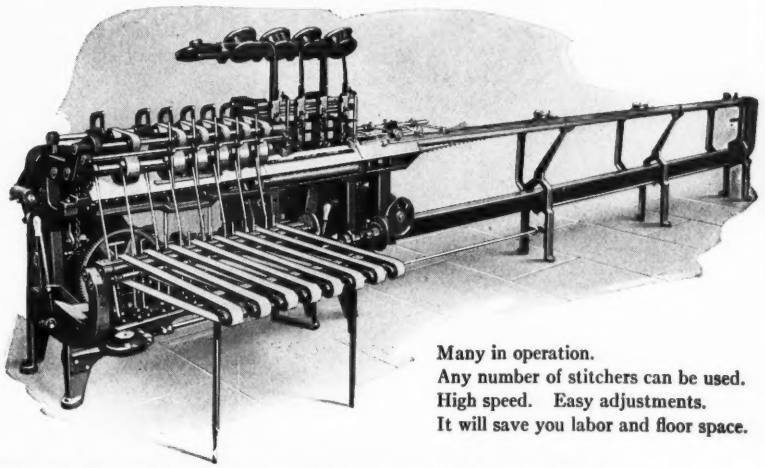
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CHRISTENSEN'S *Latest Type*

Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY

RACINE, WISCONSIN

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The Standard Bearer

FOR three generations Dexter's Princess Cover Paper has led the way in this attractive field.

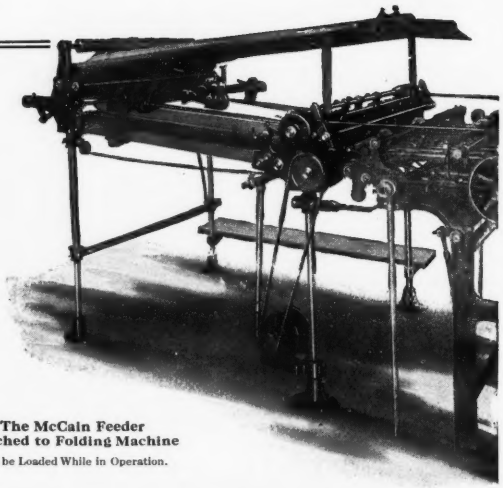
All experienced printers have used Princess, and are familiar with its great embossing and folding strength and its beautiful rich, dark colors.

Princess "soil-proof" Covers should be used on machine catalogs and booklets that are to be much handled.

C. H. DEXTER & SONS, Inc.

Windsor Locks, Connecticut

Have you the Princess Cover Samples (made up to fit in your letter file) and Dexter's XTRA (the side pocket house organ)?



The McCain Feeder Attached to Folding Machine

Can be Loaded While in Operation.

THE McCAIN Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

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EXHIBITOR
Graphic Arts Exposition
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Better Results Greater Economy



"INTERNATIONAL" Electric Glue Heaters

Prevent waste of glue. Operate on less current than any other electric heater.

Printers and binders who desire better results and greater economy are installing International Electric Glue Heaters.

Write for illustrated folder "Efficient Glue Handling." We will also send you some interesting facts about International Electric Glue Heaters.

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"International Electric Heaters are better"



Halftone Inks—

that bring out all the beauty and detail of the halftone plates.

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See the MILL PRICE LIST
25 Fourdrinier Paper Machines back up The Mill Price List—
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WHITE CANARY
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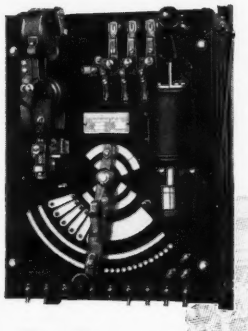


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Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

This insert is not a sample of any of the papers advertised



Reliability Built In

DISTRIBUTING JOBBERS

Wagner
Sprague
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Sprague Controllers
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Controllers

Also guaranteed rebuilt equipment in all standard makes

MOTORS · CONTROLLERS

Printing Press Equipment

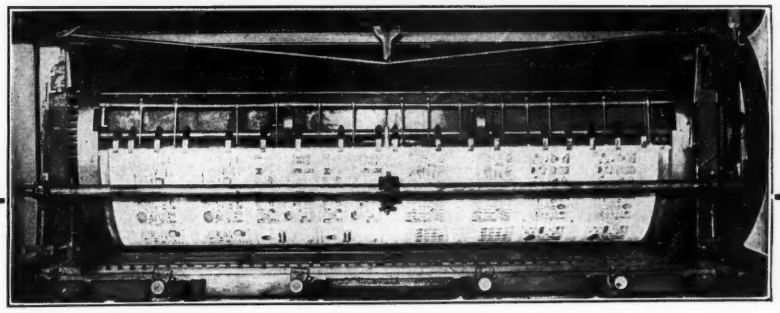
The largest bona fide stock in the country
A competent engineering department
backed by 20 years of "Know How".
Our charge for engineering service
Your Good Will



The Fuerst-Friedman Co.

CLEVELAND, OHIO.

No Uncertainty in Cutting or Perforating



When you use a Hoff

Many a good job of printing is ruined by the slipshod way it is slit or perforated.

The Hoff Combination Slitter and Perforator

holds the sheet under perfect control at all times, giving a perfect cut or perforation.

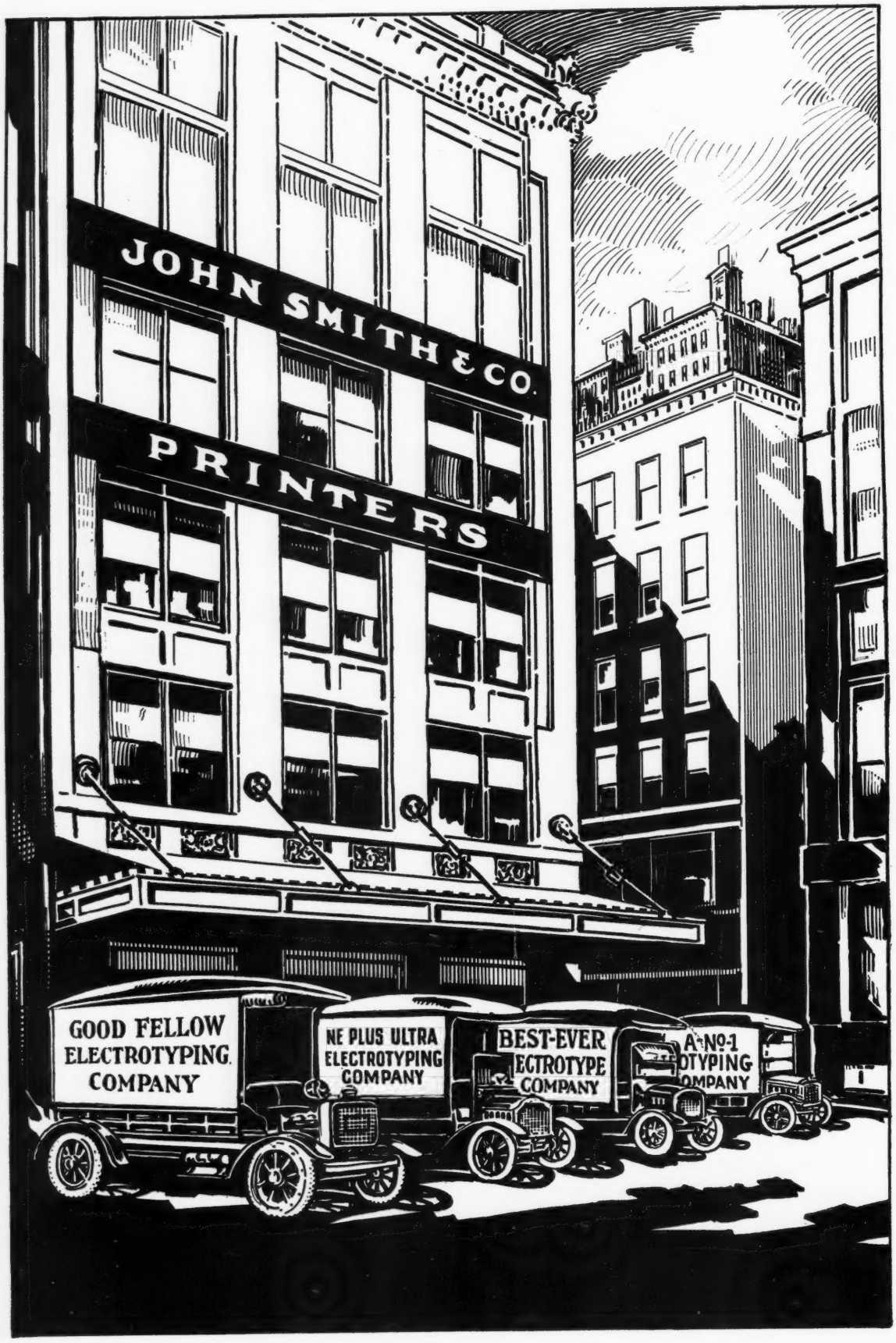
It will handle any stock from onion skin to cardboard.

Use our Attachment for ACCURATE Scoring.

Leslie D. Hoff Manufacturing Company

Office: 15 MAY STREET **NEWARK, NEW JERSEY**

American Type Founders Company **Or Any Dealer in Printers' Supplies**


JOHN SMITH & CO.
PRINTERS
GOOD FELLOW ELECTROTYPING COMPANY
NE PLUS ULTRA ELECTROTYPING COMPANY
BEST-EVER ECTROTYPE COMPANY
A-No-1 OTYPING OMPANY

Look at the Four Delivery Trucks

and then do some thinking along with us

JOHN SMITH, the head of John Smith & Company, printers, in the City of Anywhere, wants to be a good fellow and *is* a good fellow.

His electotyping business does not total over $500.00 per month. He does not want to place himself in the position of playing favorites among his electrotyping friends, so he gives them *all* a crack at it.

There are four electrotypers in his city. Any one of them could do all his work satisfactorily, and each one would like to do all. As things are, they know John Smith prefers that each electrotyper comes after his share. So all four delivery wagons call at John Smith's place twice a day. That makes eight wagon calls for less than $20.00 worth of work, or a quota of about two dollars and fifty cents per call.

Now it costs each of these electrotypers over twenty-five cents per call, or 10% of the business they get, to cover the route. Collectively they pay two dollars per day to serve their good friend John Smith. Collectively they pay sixty dollars per month, or seven hundred and twenty dollars per year, for truck service on about six thousand dollars' worth of work.

Now five hundred dollars per month is a nice account for any one electrotyper, but divided into quarters it becomes a very small account—distressingly small when the expense of truck service is considered.

Would it not be infinitely better for John Smith, good fellow that he is, to think this matter out to its logical conclusion?

International Association *of* Electrotypers

This space contributed by F. A. Ringler Company, New York



A Dowd Knife

He who cuts costs builds profits. A DOWD Knife on a paper cutter increases output and improves quality at the same time. Are your paper cutters equipped with DOWD Knives? You sacrifice profits every day they are not.

DOWD Knives are forged from the highest quality of Swedish tool steel, specially heat treated, beveled just so, tempered exactly right and ground to a keen edge. The tough, hardened steel resists wear and fracture. The edge lasts. DOWD Knives mean knife satisfaction and economy. Order DOWD Knives by name.

DOWD of Beloit will answer any questions about knives.

R.J. Dowd Knife Works

Makers of better cutting knives since 1847

Beloit, Wis.

The

Golding Art Jobber

No. 18
12 x 18



Most Efficient Hand-Feed Press Ever Developed

DESIGNED to produce the highest quality of Commercial and Art Printing at the minimum cost, the Golding Art Jobber No. 18—12x18—has gained, through years of practical work in printing establishments located in all parts of the world, the reputation of being the most efficient hand-feed press ever developed.

Distribution of ink is secured by an automatic Brayer Art Fountain and a Duplex Distributor. Double distribution to the single impression.

Wedge-Impression Adjustment located in bed provides a quick and easy make ready.

Platen and Rocker are merged into one massive casting to provide greater impressional strength.

Eccentric Shaft Throw-off makes it possible to save the impression within half an inch of the point of imprinting.

Automatic Quick-Stop Brake and Release enables one to stop the press instantly, while running at any speed, without damage to the machine.

Very Durable. Parts work from positive fixed centers. No sliding cams or surface-wearing units.

High Speed. Many printers average 12,000 to 14,000 impressions per eight hour day.

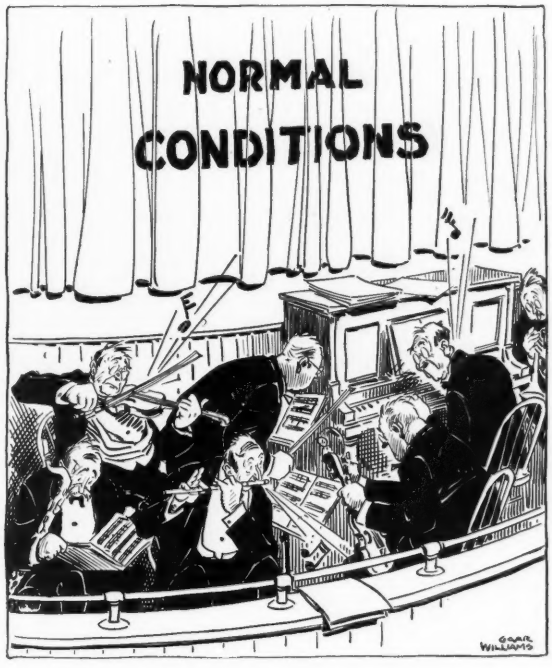
Prices on application

Golding Manufacturing Co.

Franklin, Mass.

Printing Presses, Paper Cutters, Tools

For sale by the American Type Founders Co., also Type Founders and Dealers generally.



Tune Up!

THE curtain is about to rise on that good old drama, "Normal Conditions." The house is packed. Back in the wings stands the heroine, "Lotta Sales" (apologies, K-S!), ready to scamper on stage. And down in the pit the orchestra is tuning up for the overture, "The Advertising March."

You're one of the orchestra. How about your business? Its size doesn't matter. Whether trombone or piccolo, bass horn or violin, its part is indispensable. If you're out of tune, you're going to be unpleasantly conspicuous. And what's worse, you'll ruin the piece. Tune up!

One of the best ways of tuning up your advertising is to use Stafford art and engravings. You'll notice an immediate improvement in tone, an increased carrying quality which will reach out to every person in your audience, as well as an irresistibly persuasive note.

You can judge the class of the Stafford Engraving Company by the fact that, although we were already notably successful in serving large national advertisers and agencies with older engraving processes, we were among the first to install the Weeks Electrical Etching Process. Our judgment has been vindicated. We are now making the finest engravings in our twenty-eight years in the business.

Proving that we know a good thing when we see it. Do you?

STAFFORD ENGRAVING CO.

"The House of Ideas"

ARTISTS DESIGNERS ENGRAVERS

Engraved and Steel Die Embossed Stationery

Century Bldg., Indianapolis

Profit Making Equipment

THE LATHAM WAY

The Business Builder

Saves 50% Make Ready and 75% Register Time

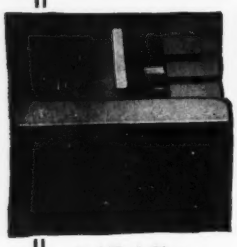
ASK FOR A DEMONSTRATION

Complete Plate Mounting, Registering System for Book, Catalogue, Label and Color Printing.

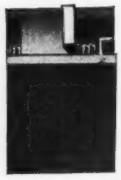
WHAT WE SELL

- Steel Cabinets on Casters for Patent Base Equipment.
- Hancock Perfecting Lineup Machine.
- Mashek Form Trucks.
- Gas Burners for Cylinder, Job and Kelly Presses.
- Rouse Paper Lifts.
- Iron Furniture.
- Steel Interlocking Furniture.
- Riebe Quoins, Keys and Guides.
- Electric Welded Steel Chases.
- Superior Chase Locks for Cylinder Presses.
- Rouse Roller Cooling Fans for Miehle Presses.
- Wesel Diagonal Groove Final Bases and Hooks.
- Potter and Poco Proof Presses.
- Slauson Cylinder Press Locks.
- Morgans & Wilcox Job Locks.
- Cylinder Press Seats.
- Page Fountain Dividers.
- Warner's Roller Trucks for Job Presses.
- Rouse Mitering Machines.
- Rouse Tympan Holders for Pressroom.
- Shute Planes for Beveling and Undercutting Patent Plates.
- Hoerner Combination Shute Board and Type-high Machine.
- The Taylor Registering Projector.

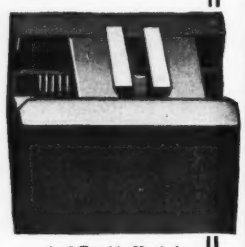
Morgans & Wilcox, H. B. Rouse, Challenge Machinery and Kramer Woodworking Co. Products



8x8 Hook Gives 6-cm Travel.



4x4 Hook Complete for Small Plate Work.



8x8 Double Hook for Narrow Margins

Latham Automatic Registering Co.

Chas. J. Kanera, Gen. Mgr.

608 S. Dearborn St.
Chicago, Ill.

170 Fifth Avenue
New York, N. Y.

EXHIBITOR Graphic Arts Exposition -CHICAGO— JULY 23 TO 30-

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen —and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.

ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

Why not Economize

In Galley Make-up?



Showing form locked to pica ems.

—*do you* know how much time is wasted in other departments, directly traceable to imperfect galley make-up?

—*all* such trouble *can be eliminated.*

"It's astounding how a comparatively little piece of steel and brass can save so much time. In our composing room it has paid for itself over and over again. Even poor compositors can line up a page quickly and accurately with this Device. * * * We use the AVERY GALLEY DEVICE the same way a carpenter uses a square."

WAYSIDE PRESS, Inc.
Los Angeles, Calif.

Avery MAKE-UP Galley

"SAVES ITS COST IN ONE JOB"

The *only means* for securing absolute, accurate justification on the galley.

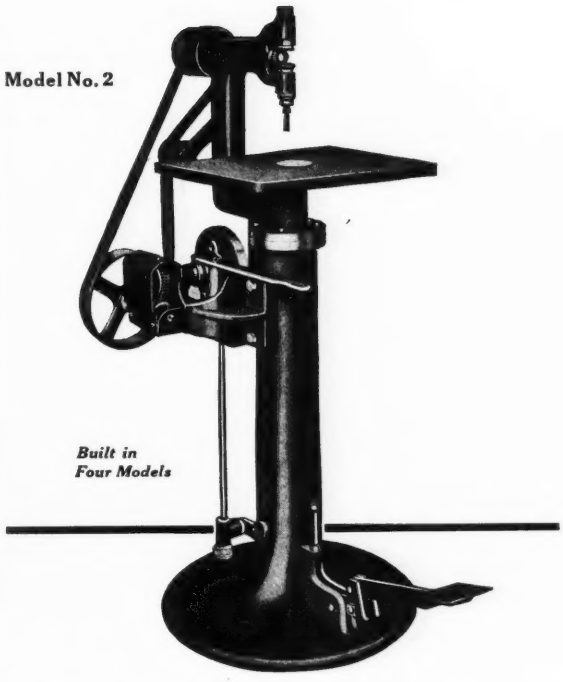
The Avery Galley Co.

412 South Los Angeles Street
Los Angeles, Calif.

For Sale by All Branches

AMERICAN TYPE FOUNDERS CO.
BARNHART BROTHERS & SPINDLER

Model No. 2



Built in Four Models

Continuous Feed Machine

THIS machine has an attachment for operating the table up and down continuously. When the clutch is thrown out, it can be operated the same as a No. 2 machine by the foot pedal.

A greater output can be obtained, without undue hardship on the operator, with the continuous table movement.

This machine is built especially for telephone directories and catalogues.

The speed of this machine is about 20 books per minute of one inch in thickness or more. It can be used for drilling more than one hole by shifting the stock.

When the machine is running with the continuous movement it sets the pace for the operator.

Equipped with cutter and extractor, wrench and scraper for sharpening cutters.

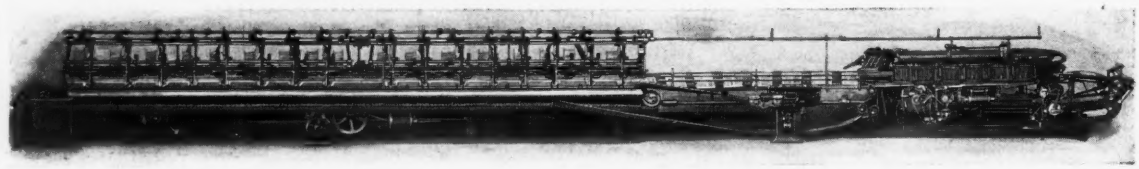
BERRY

MACHINE COMPANY

309 North Third Street St. Louis, Mo.

JUENGST
Gatherer, Stitcher and Coverer

THE ONLY MACHINE that will Gather, Jog, Stitch and Cover Books all while in Continuous Motion



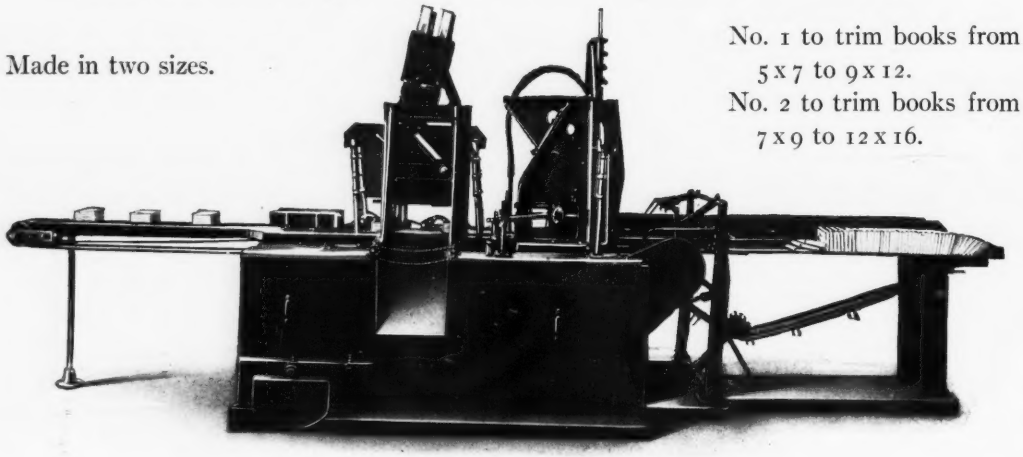
Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.

Rowe Straight Line Automatic Trimmer

Made in two sizes.

No. 1 to trim books from 5 x 7 to 9 x 12.
No. 2 to trim books from 7 x 9 to 12 x 16.



PATENTED

Both machines are quickly adjustable to any intermediate size, using the regular half-inch cutting stick. It shears from the back of the book and does clean, accurate work up to a speed of 24 packages per minute 4½ inches or less in height.

Nothing in trimmers has ever been made to compare with it. They are in use in a number of the largest catalogue and magazine printing houses in the country. If you have work suitable for it you can not afford to be without it. We will be glad to send any further information.

AMERICAN ASSEMBLING MACHINE CO., Inc.
416 N. Y. World Building, New York City

GRAPHIC ARTS EXPOSITION



IN CONNECTION WITH THE

SECOND ANNUAL CONVENTION INTERNATIONAL ASSOCIATION of PRINTING HOUSE CRAFTSMEN

COLISEUM

CHICAGO, JULY 23 TO 30

CONDUCTED BY 1 9 2 1

R. GOLDSCHMIDT

THE CHICAGO CLUB OF PRINTING HOUSE CRAFTSMEN



If every man connected with the printing, lithographing, engraving or electrotyping industries were asked the direct question whether or not he was anxious to keep informed on any improvement in his trade, mechanical or otherwise, he would no doubt reply indignantly, "Of course I am."

But, too often, some of us fail to take the necessary steps to enable us to find out. We think we are "too busy," or natural inertia causes us to put off doing something that requires investigation or special effort.

Yet it is perfectly plain that the man who doesn't keep posted in the changing methods and conditions in his line of business is slipping. He is going to lose out in the end, and all for want of finding out what others know.

Keep posted by attending the

Graphic Arts Exposition

You may learn what you need to know

Time: July 23 to 30, 1921 **Place: Coliseum, Chicago**

Our Bond to the Buyer

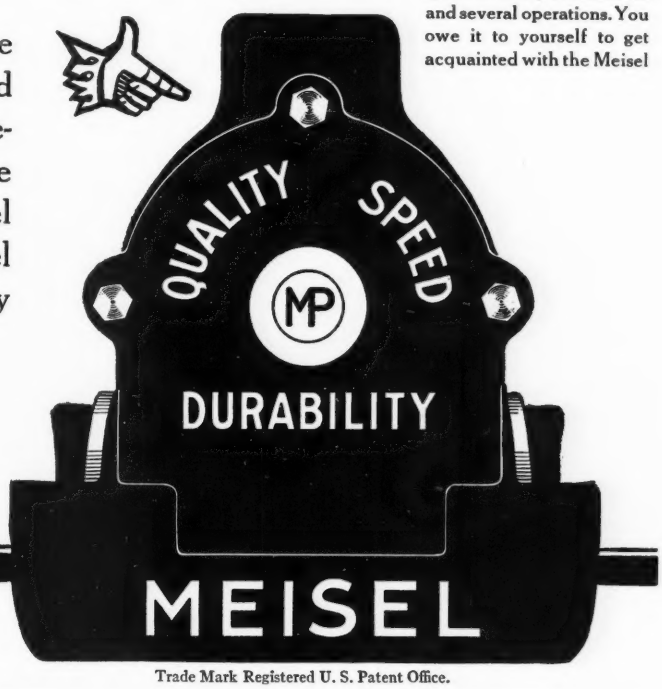
THE Meisel Press has solved some intricate printing problems and put many a printer in a very independent position. Because of the class of work he does on his Meisel press he has no competition. Meisel machines are built to solve any problem.

Write today for details.

MEISEL PRESS MFG. COMPANY

944-948 Dorchester Ave.
BOSTON, MASS.

MEISEL PRESSES are running on work which ordinarily would require a variety of machines and several operations. You owe it to yourself to get acquainted with the Meisel



Trade Mark Registered U. S. Patent Office.

The Premier Line-up *and* Register Table

Assures Accuracy, Speed and Increased Profits

Will prepare an accurately lined-up strike sheet in two to three minutes.

Will provide a system where but one line-up is required for a job of several forms.

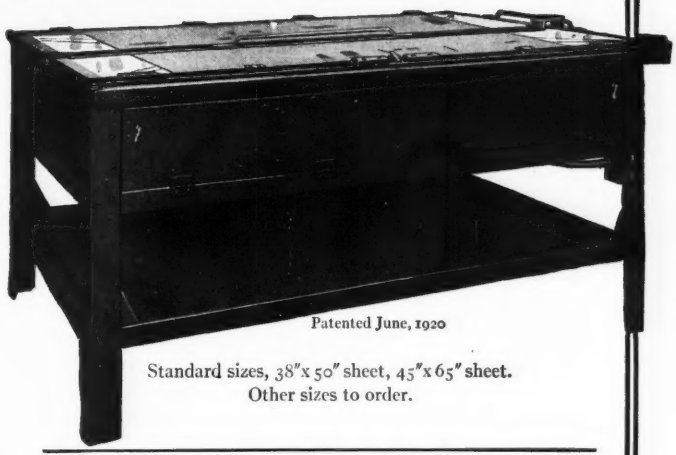
Will prepare a key sheet for color forms, dispensing with necessity of going to press with key forms.

Will save hours of productive time in every department.

Will eliminate press-waiting time.

Will insure perfect back-ups.

The only combined Line-up and Register Table on the market



Patented June, 1920

Standard sizes, 38″x 50″ sheet, 45″x 65″ sheet.
Other sizes to order.

Paid for itself in sixty days.—*Von Hoffman Press, St. Louis, Mo.*
Truly a wonderful device.—*Issac Goldmann Co., New York City.*
Table entirely satisfactory—feel we have purchased the best and most practical table for our work.
—*Commonwealth Press, Worcester, Mass.*

EXHIBITOR
Graphic Arts Exposition
-CHICAGO —— JULY 23 TO 30-

Write today for descriptive booklet.

Premier Register Table Co.
107 West Canton Street
BOSTON, MASSACHUSETTS



Why Take Chances on Fire?

Many printers who would not think of letting their insurance run out continue to take chances with home-made open-flame gas-pipes on their cylinder presses, for stopping electricity and offset.

Why not do the sensible and safe thing, and do it *now?*

Buy the

Utility Safety Gas Heaters

which have made good in leading printeries in the U. S., Canada and England?

Made for flat-beds, rotaries, automatics, and Miller-fed jobbers.

They soon pay for themselves in the saving of gas and burned sheets. You don't know how much paper a year is burned in your pressroom. Yet *you pay for it.*

Why longer delude yourself with the idea that you save money by hanging on to your dangerous and wasteful gas-pipes?

Write for circulars. Name your presses.

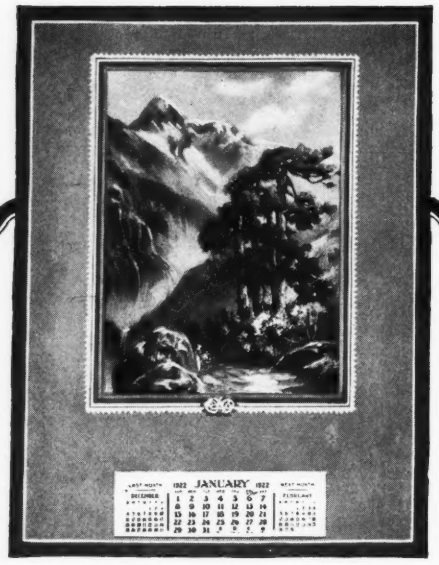
Utility Heater Co., Inc.

Main Office and Factory:

239 CENTRE STREET, NEW YORK

Phone Canal 2989

Sold in Chicago by George R. Smith, 742 Webster Bldg.. Phone Wabash 528. In Boston by Philip Ruxton, Inc., 270 Congress St. In Philadelphia by Hartnett & Co, 1010 Race St. In San Francisco by H. W. Brintnall, 57 Clementina St. In Toronto, Canada, by Whitman & Baker. In London, Eng., by Canadian-American Machinery Co.



Go to Goes for

The Goes Art Advertising Calendar Pictures
The Goes Art Advertising Calendar Mounts
The Goes Lithographed Calendar-Pads

A varied assortment of original styles has been prepared especially for the 1922 calendar trade. Also

The Goes Art Advertising Blotters
The Goes Art Advertising Mailing Cards
The Goes Art Advertising Calendar Cards
The Goes Art Advertising Hangers

The Goes Printers' Helps also include

Diplomas and Certificates-of-Award for all purposes

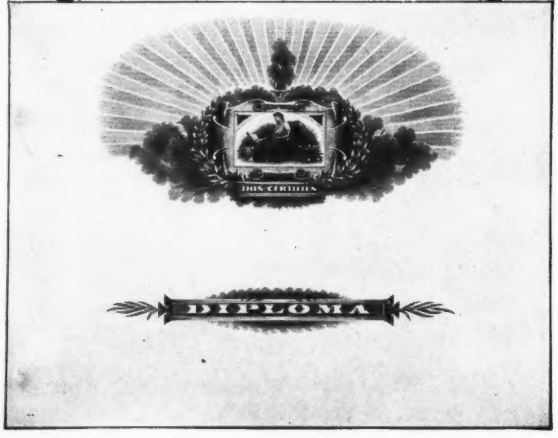
Stock Certificates *Common-Law Certificates*
Bordered Blanks *Bond Blanks*

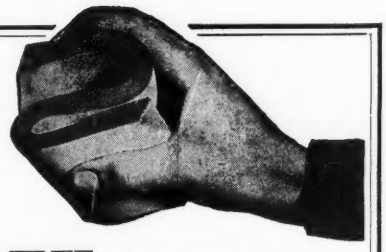
The Goes Common-Law Record Book and the Goes Corporation Record Books are complete record books. *Forms helpful during the organization, as well as in the keeping of subsequent records, are provided.*

Samples or descriptive matter of all of these Goes Products, will be sent promptly upon request

Goes Lithographing Company

45 West 61st Street, Chicago





NUREX *Is Always Ready for Instant Use*

Delays are costly no matter where they occur. A half hour here and there on a job means hours lost in delivery. Prompt deliveries mean satisfied customers.

NUREX

Patented June 1, 1920

Tabbing Compound

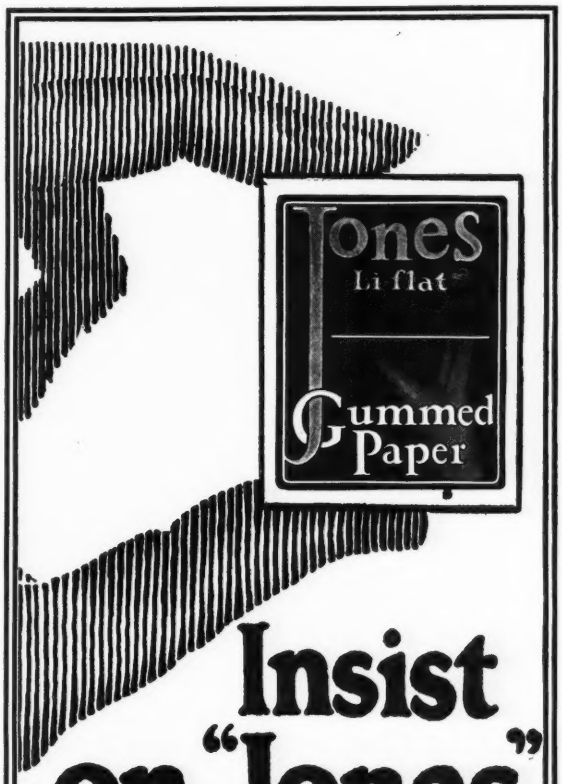
is a standardized product and is used with great satisfaction throughout the printing industry. A trial is convincing. Order a gallon of NUREX and give it a thorough test. Then when you are convinced that NUREX is the tabbing compound for you, order a year's supply, for NUREX is a year-round product. It is always ready for use in any kind of weather. The distributors listed below will serve you promptly.

NUREX JOBBERS

ATLANTA, GA.	Sloan Paper Co.
BOSTON, MASS.	Carter, Rice Paper Co.
BETHLEHEM, PA.	Bethlehem Paper Co.
BIRMINGHAM, ALA.	Diem & Wing Paper Co.
BALTIMORE, MD.	Whitaker Paper Co.
BOSTON, MASS.	Knight, Allen & Clark
BUFFALO, N. Y.	The Alling Cory Co.
BUTTE, MONT.	Butte Paper Co.
CHICAGO, ILL.	J. W. Butler Paper Co.
CLEVELAND, OHIO.	The Central Ohio Paper Co.
CLEVELAND, OHIO.	The Union Paper & Twine Co.
CINCINNATI, OHIO.	The Chatfield & Woods Paper Co.
CINCINNATI, OHIO.	The Whitaker Paper Co.
COLUMBUS, OHIO.	The Central Ohio Paper Co.
COLUMBIA, S. C.	The R. L. Bryan Co.
CHARLOTTE, N. C.	Western Newspaper Union
DAYTON, OHIO.	The Whitaker Paper Co.
DENVER, COLO.	The Peters Paper Co.
DENVER, COLO.	The Carter, Rice Carpenter Co.
DALLAS, TEXAS.	Southwestern Paper Co.
DETROIT, MICH.	Butler-Detroit Paper Co.
DULUTH, MINN.	Peyton Paper Co.
FORT WAYNE, IND.	Western Newspaper Union
FARGO, N. D.	Western Newspaper Union
FORT WORTH, TEXAS.	The Reimers Co.
GRAND RAPIDS, MICH.	Central Michigan Paper Co.
HAGERSTOWN, MD.	Antietam Paper Co.
HARRISBURG, PA.	Johnston Paper Co.
HOUSTON, TEXAS.	Southwestern Paper Co.
INDIANAPOLIS, IND.	The Crescent Paper Co.
INDIANAPOLIS, IND.	The Whitaker Paper Co.
JACKSONVILLE, FLA.	Antietam Paper Co.
KANSAS CITY, MO.	Missouri Interstate Paper Co.
LINCOLN, NEB.	Western Newspaper Union
LOS ANGELES, CAL.	The Sierra Paper Co.
LOUISVILLE, KY.	Louisville Paper Co.
LITTLE ROCK, ARK.	Western Newspaper Union
MEMPHIS, TENN.	Tayloe Paper Co.
MILWAUKEE, WIS.	Standard Paper Co.
NEW YORK CITY, N. Y.	J. E. Linde Paper Co.
NEW YORK CITY, N. Y.	Lasher & Lathrop
NEWARK, N. J.	Lasher & Lathrop
NASHVILLE, TENN.	Clements Paper Co.
NEW ORLEANS, LA.	E. C. Palmer Paper Co.
OKLAHOMA CITY, OKLA.	Western Newspaper Union
OMAHA, NEB.	Western Newspaper Union
PHILADELPHIA, PA.	Garrett, Buchanan Paper Co.
PITTSBURGH, PA.	The Chatfield & Woods Paper Co.
PORTLAND, ORE.	Endicott Paper Co.
WILKES-BARRE, PA.	D. L. Ward & Co.
ROCHESTER, N. Y.	The Alling Cory Co.
READING, PA.	M. J. Earl
RICHMOND, VA.	The Richmond Paper Co.
RICHMOND, VA.	The Whitaker Paper Co.
ST. JOHN, N. B., CANADA.	Schofield Paper Co., Ltd.
ST. LOUIS, MO.	Mississippi Valley Paper Co.
ST. PAUL, MINN.	Wright Barrett Stilwell Paper Co.
SAN FRANCISCO, CAL.	Pacific Coast Paper Co.
SALT LAKE CITY, UTAH.	Western Newspaper Union
SPRINGFIELD, MO.	The Springfield Paper Co.
SEATTLE, WASH.	Mutual Paper Co.
SCRANTON, PA.	Megargee Brothers
SPRINGFIELD, MASS.	The Paper House of New England
TOLEDO, OHIO.	The Central Ohio Paper Co.
TROY, N. Y.	The Troy Paper Co.
WASHINGTON, D. C.	B. F. Bond Paper Co.

The Lee Hardware Co.

SALINA, KANSAS



Insist on "Jones"

INSTEAD of merely ordering gummed paper, specify JONES Gummed Paper.

For more than 100 years, the House of Jones has been recognized for the superior quality of its products. In Jones Gummed Paper, the very pinnacle of superiority has been reached.

Jones Gummed Stock will not curl or cake. Its printing surface is excellent. It takes a perfect register.

When you can get the BEST at no more cost than the ordinary kinds, doesn't it pay to insist on Jones?

We are particularly well located for the prompt handling of shipments, being very close to the Waverly Transfer of the Pennsylvania Railroad.

SAMUEL JONES & COMPANY

Leaders since 1810

Newark, New Jersey

GUMMED PAPER

There are profits to be made in printing gummed labels.

Ideal Guaranteed Flat Gummed Papers will lie as flat and work as easily on the press as an ungummed sheet.

You, who are reading this, do you use gummed paper?

If not, satisfy yourself of the ease with which these can be run by sending for free samples of the gummed paper with the guaranty behind it.

GUARANTEED
FLAT FLAT
GUMMED PAPER

IDEAL COATED PAPER COMPANY

Main Office: Brookfield, Mass. **Mills: Brookfield, Mass., Chicago, Ill.**

New York Office
150 Nassau Street

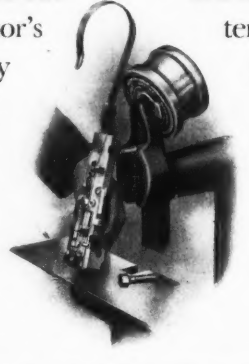
Chicago Office
1858-9 Transportation Building

Cincinnati Office
600 Provident Bank Building

No. 2 BOSTON STITCHER

BUILT FOR SPEED AND HIGH-GRADE WIRE STITCHING

THE No. 2 Boston has revolutionized pamphlet binding. Built for speed and for high-grade wire stitching, the output is limited only by the operator's ability. Two hundred and fifty stitches per minute may be obtained, and if equipped with electric motor and controller, speeds may range downward to one hundred and twenty-five stitches per minute. The illustration shows how easily heads are removed if desired. Where several No. 2's are used an extra head insures uninterrupted service. All the working parts are made of hardened steel and SINGLY ADJUSTED. The capacity of the No. 2 Boston is two sheets to one-quarter inch, using wire from No. 30 to No. 25 round. Shipping weight two hundred pounds.



HEAD IS SELF-CONTAINED AND REMOVABLE

WRITE FOR FURTHER PARTICULARS

AMERICAN TYPE FOUNDERS COMPANY

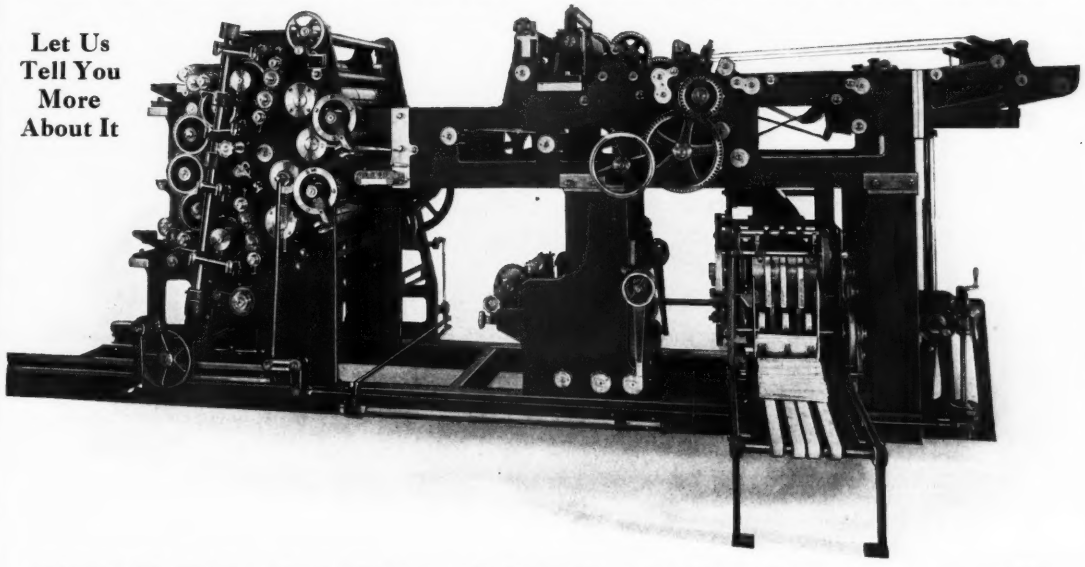
GENERAL SELLING AGENT FOR BOSTON WIRE STITCHERS

Set in Baskerville Roman and Baskerville Italic

A HIGH SPEED STRAIGHT ROTARY PRESS

Prints One Color on Each Side—Offset Web—Delivers Sheets Either Flat or Folded
Size: 28 in. x 20 in.—You Can Use This Press to Advantage on Your Long Run Work

Let Us Tell You More About It



KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway **TORONTO, CANADA, 445 King Street, West**

Ludlow For Display

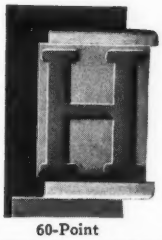
The Ludlow is a complete all-slug system for display composition up to 60 point. Bold and extended type faces are available in all sizes on the Ludlow without any mold or machine changes.

Quality type service rendered with the elimination of all single type storage.



12-Point

Compare the range of Ludlow with any other system



60-Point

Ludlow Typograph Company

2032 Clybourn Avenue Chicago

Eastern Office 606 World Building, New York

PRINTERS ARE WISE

Who Use S. & V. Time and Money-Saving Compounds

Compound No. 15 is our latest success. It helps distribution, prevents mottling and is neutral in its drying properties.

Compound No. 373 is our famous "Liquid Tint" that for 25 years has helped printers make tint bases.

Compound No. 5230 is known as "Overprint Compound." It is used only in printing over a color that shows signs of crystallizing.

Compound No. 19206 is called "Gloss Paste" because it gives brilliancy to any ink.

To introduce these compounds we will send a pound of each—four pounds in all—for $2.00, f. o. b. our office. Remember these compounds will keep if kept properly covered.

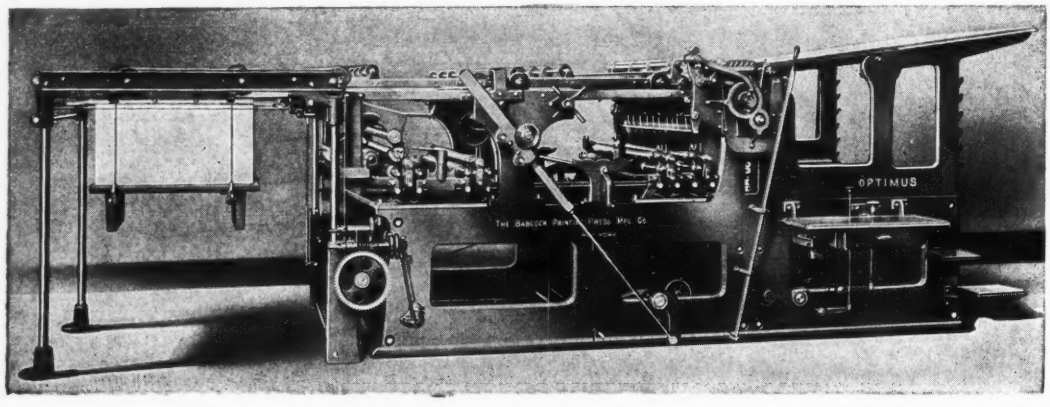
Write, Wire, Phone, Call on "The Old Reliable"

Sinclair and Valentine Co.

NEW YORK, 605-611 WEST 129th STREET

BOSTON.....516 Atlantic Avenue
PHILADELPHIA.....1106 Vine Street
BALTIMORE...312 North Holliday Street
NEW ORLEANS.....315 Gravier Street
CHICAGO.....718 South Clark Street
ST. LOUIS....101-103 S. Seventh Street
CLEVELAND....321 Frankfort Avenue
TORONTO.....233 Richmond Street, W.
MONTREAL.....46 Alexander Avenue
WINNIPEG.....173 McDermott Avenue
ALBANY, BUFFALO and Other Cities.

FACTORIES: NEW YORK, NEW JERSEY, CANADA



The EXTENDED DELIVERY and PILE TABLE On the BABCOCK OPTIMUS

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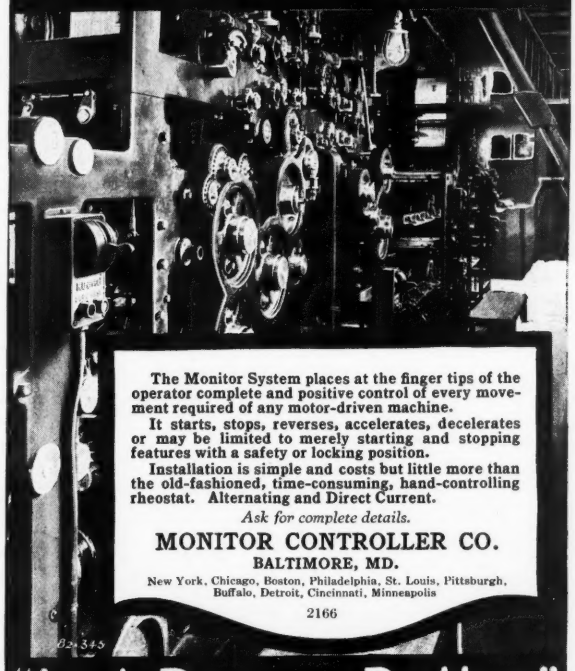


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The Inland Printer

VOL. 67, NO. 1 — APRIL, 1921

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

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PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.

New York advertising office, 41 Park Row.

Address all communications to The Inland Printer Company

TERMS: United States, $4 a year in advance; Single copies, 40 cents. Canada, $4.50 a year; Single copies, 45 cents. Foreign, $5 a year; Single copies, 50 cents.

Entered as second class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.

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THE HENRY O. SHEPARD CO., [illegible] PRINTERS, CHICAGO.

Printing—A Kiss

By Bertel O. Henning

A HUMAN kiss is defined as an instinctive gesture.

Printing is a gesture which may be well defined as a kiss between type and paper, leaving its imprint—the ink.

As the human kiss registers the soul of man, so, the kiss of printing registers the soul of the art.

We have been neglectful in not rendering to Printing its highest consideration. We have been inclined to emphasize its mechanical features, underscore its volume of output, and underline its classification as a comparative industry.

The human kiss with its various shadings, from that of the callow youth to the finished osculation of the past master, interspersed with the slobbering of that of the uncouth, the performance of the amateur, has its various counterparts in Printing.

The human kiss has but vaporings—invisible, volatile; transporting the recipients to a state of ecstacy, frenzy; perhaps only momentarily, leaving memories only, to be recalled in proportion to the recipients' passion. Even among those most highly endowed to memory, the exactness of the reaction of the gesture can never be accurately recalled, and, so, the irrepressible desire to "go to press" again and print another edition, or many more.

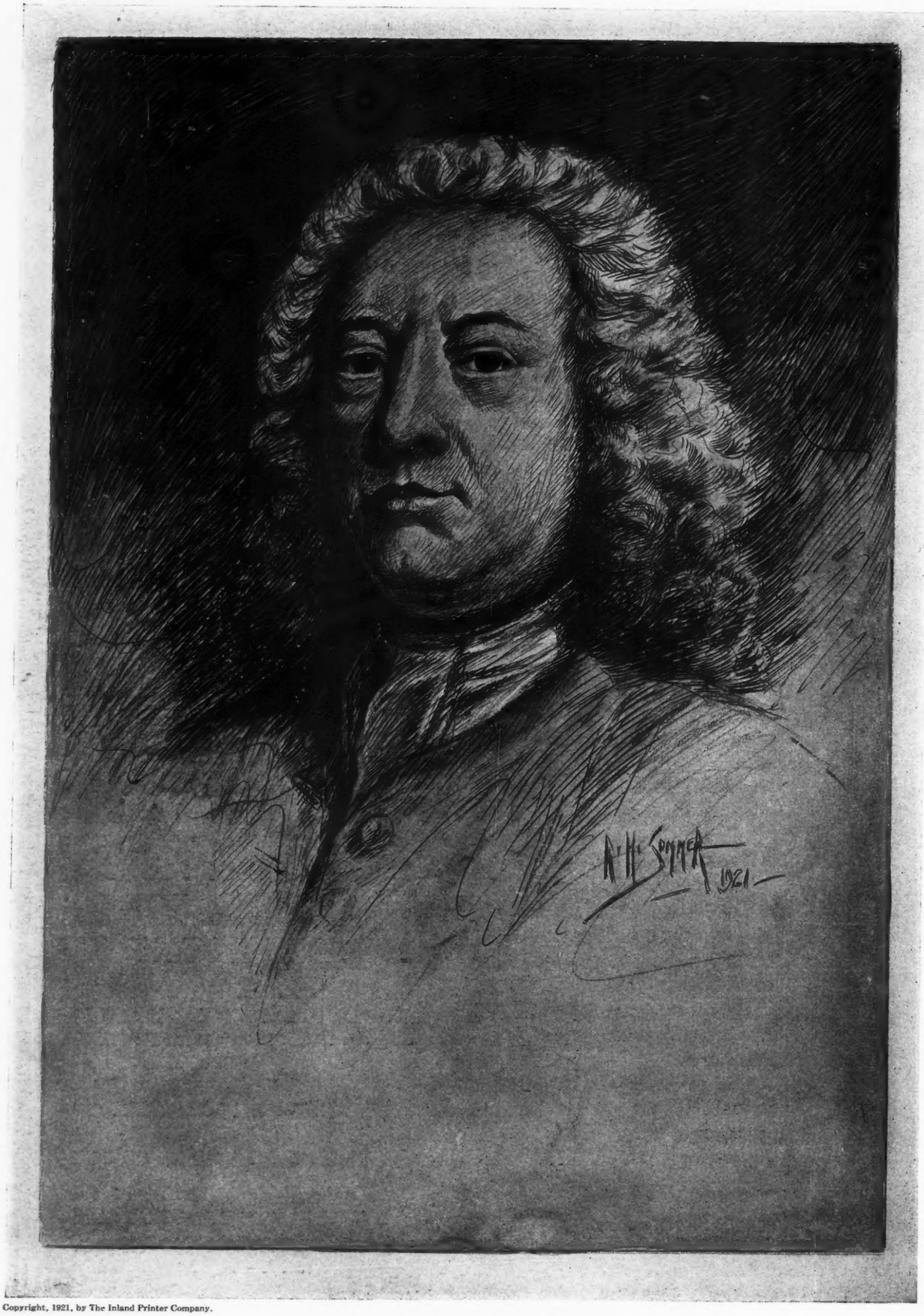
Thus, nature, in her wisdom provides an attraction, a power, a force; is ever and always at work; is totally renewing itself—of the species—generation after generation.

No apology is made for animating Printing through the analogy of a human kiss.

If it points to the soul of Printing, then we shall have not compared in vain.

If an art, a trade, a vocation has no soul, it is then a monotonous habit, a slavedom—to be borne to the end by only faith and hope.

But, Printing—a living, vital force—is ever functioning with its mechanical, material and chemical allies—ever guided by its soulful tune. Each impression a kiss, each kiss an inspiration for another. Irrepressible—irresistible—indestructible.



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EARLY MASTER PRINTERS

WILLIAM CASLON

1692-1766

The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 67 APRIL, 1921 NUMBER 1

EFFICIENCY IN THE PRINT SHOP

BY FRED B. HOWARD

IT is not the purpose of the writer to outline a system which will serve *all* printing establishments, but it is hoped that some of the suggestions here outlined will prove advantageous to many as a working basis. A certain amount of detail work is necessary; it remains for the individual to eliminate all that is considered too much like red tape. The system, as given here, has proved highly satisfactory in a print shop of six cylinder and ten job presses, and has been found an indispensable adjunct to the cost system.

To begin with, it is essential that salesmen should be equipped with a blank similar to the one shown as Fig. A. A pad of these trimmed to 5½ by 8½ inches is a convenient size to handle. This blank serves as a reminder for the salesman to get the full details, and helps the order clerk to write the complete instructions before the work is started. The time this blank will save, if properly used, is well worth its adoption.

To start an order through the mechanical departments, it is advisable to write the complete instructions as far as possible on the face of the job ticket. This job ticket should be a manila envelope, without flap, about 7½ by 10½ inches (see Figs. B and C). When writing on this envelope it should be inserted in a pad of duplicate sheets. The top sheet of this pad is known as the charge sheet, and has the same printed face as the job ticket; the back (Fig. D) is printed so that all stock, labor and supplies can be posted daily. This charge sheet forms a permanent office record, therefore a strong bond paper should be used, punched to fit a binder.

The second sheet, known as the follow up sheet, size 8½ by 11 inches, has the same printed face as the job ticket and the charge sheet. Use any light weight stock, preferably of a different color from that used for the charge sheet.

Every job should be given a number. A register should be kept with one hundred numbers to a leaf, fifty on each page (see Fig. E). This register serves as a numerical index of orders and enables you to identify a job when only the number is mentioned, and also shows at a glance how many and what orders were entered during the course of the day.

It is also absolutely necessary that an alphabetical index be kept of all orders received. This purpose is best served by a 5 by 8 inch card file (see Fig. F). These cards can be filled in at regular intervals by the person who inserts the charge sheets in the binder.

After the job ticket is made out, it is sent, together with the follow up sheet, to the time desk. The clerk at this desk stamps both job ticket and follow up sheet on the time clock. The follow up sheet is kept in an ordinary alphabetical letter file, and the progress of the job is noted on it so that it serves as a ready reference when inquiries are made.

On the time desk we have a board, arranged as shown in Fig. G, which serves both for a press schedule and a time keeper. It is easily made of compo or wall board and small brass hooks. It should be placed alongside the superintendent's desk so he can see at a glance the amount of presswork ahead. The board is used also for recording the time on each press by hanging the press time tickets (see Fig. H) on the hooks. So many unforeseen delays enter into job printing that a fixed schedule is difficult to keep. This board is elastic; it saves a lot of rewriting, as you simply move your cards from hook to hook to meet conditions as they present themselves. The card hanging above the press number on the board represents the next job going on that press.

If a job does not call for a proof, or when the proofs are returned O. K., a form card (see Fig. I) is

Date.....19...

Quantity and Description.....

.....

.....

.....

Ink.....

Size.....

Stock.....

.....

Composition — Facsimile — Near as possible — Heavy — Light — Plain — Fancy.

Send Proofs.....

Proof Wanted.....

Plates.....

.....

Padding.....

Numbering.....

Ship to.....

.....

Delivery Wanted.....

Salesman's signature.....

FIG. A.— Salesman's Memo.

A Cross here ☞ Indicates Stock is to be run | A Cross here ☞ Indicates Stock has been cut | Forms Locked for Press | Stamp here ☞ Indicates Proof is O.K.

Place in this envelope ALL proofs, with the exception of large Press OK's which must be kept by Pressman. Mark Job Number on every proof. Don't lose this Envelope; another cannot be had. No Job to be set up or put to press without a blank like this.

Estimate..... Before No..... Received by..... .....191...

Job Wanted..... Entered by..... Cust. Order No.....

Name.....

Address.....

DESCRIPTION: Quantity and Description | Ink

Size Flat..... X..... Trimmed..... X..... Untrimmed..... X.....

In all cases write WIDTH first

STOCK: Reams..... Sheets..... X..... lbs. | Kind of Stock | Color | From

COMPOSITION: Facsimile..... Near as Possible..... Heavy..... Light..... Plain..... Fancy.....

Send Proof to.....

Type..... point, Hand..... Machine.....

Imposition.....

Press Perforation..... Score Sharp Rule..... Blunt Rule..... Our Imprint.....

PROOF WANTED | PROOF SENT | PROOF RETURNED

PLATES: Electros / Zincs / Halftones — Furnished..... We have..... Order from..... Make.....

PRESSWORK: No. of Forms..... Size of Sheet..... Form..... X..... Run..... Sheets..... up (ONE SIDE WORK & TURN / ONE SIDE WORK & TUMBLE / ONE SIDE WORK & TWIST / ONE SIDE WORK & TURN & TUMBLE) ..... Ink, Press No.....

Instructions.....

Slipsheet..... A-1 Job..... Medium..... Make Chalk Overlays..... Makeready Flat.....

BINDERY: Wire Sewed..... Stitch Corner Fold..... Folds | Pad Top..... Left..... Right..... Bottom..... Sheets in Pad | Perforate..... Punch..... Holes | Pebble..... Insert..... String..... R. Cor. | Number Position..... Color..... First No.

Special Instructions.....

DELIVERY: Ship to..... When..... By..... C.O.D. Freight Express Prepaid Collect

Date of Delivery..... Shipper's Initials.....

JOB NUMBER .....

FIG. B.— Front of Job Ticket.

	COST	SELL
Stock		
Composition	Units	Hours
Make-up		
Stone (A. A.)		
Press Work 1-2-3-4-5-6	Make Ready	Running
7		
8		
9		
10		
12		
14		
Cutting		
Shipping		
Linotype Composition		
Electros		
Halftones and Zincs		
Chalk Overlays		
Ink		
Folding, Binding		
Lithographing		
Engraving		

FIG. D.— Back of Charge Sheet. Face of This Sheet Is Same as Fig. B.

PART DELIVERIES MADE

Date	Quantity	Shipper

IMPOSITION

SIDE GUIDE — SIDE GUIDE — GRIPPER

OUTSIDE WORK

PROMISED

Stock Ordered.....

.....

Ink Ordered.....

Sent to Ruler.....

.....

Sent to Binder.....

.....

Sent to Litho.....

Electros Ordered.....

.....

Eng. Ordered.....

.....

Sent to Linotyper.....

.....

Overlays Ordered.....

SHEET CUTS OUT THIS WAY

ESTIMATED TIME

COMPOSITION..... Hand..... / Machine.....

PRESSWORK..... Make Ready..... / Running.....

INK USED: lbs..... / lbs..... / lbs.....

PRESS COUNT..... Press No.....

FOREMAN

COMPOSITOR.....

BOARD No.....

FIG. C.— Back of Job Ticket.

filled in and hung on the board over the number of the press which is scheduled for the job. If a job is scheduled for more than one kind of press, a form card is written for each press. On the form card there are spaces for checking when stock is in the house, when stock is out, when plates are made or whether job is all type, requiring no plates. It is obvious that no job should be put on a press until these spaces are checked.

All promises of delivery are written in quadruplicate by the time clerk on a small slip (see Fig. J). One copy is hung on the time board; the other copies go to the head stoneman, the pressroom foreman and the shipping clerk. This method enables these men to plan their work so that "promises" will be kept.

After the time clerk is finished with the job ticket he places it on the superintendent's desk. The superintendent familiarizes himself with the order and starts it in its proper channel. The time desk should be equipped with a series of receptacles labeled "Foundry," "Waiting for Stock," "Binding," "Engraving," "Lithographing," and "Deliveries," and the time clerk should see that no outside work drags too long, using the telephone when necessary.

When composition is completed and the stock has been cut, the job ticket is returned to the time clerk, who, after checking "Stock Cut" on the form card, sends ticket to the stoneman, who locks and takes a stone proof of every form. At this point it is wise to prove every job, even though it be only a single plate. There is almost as much chance of an error in a plate as there is in a type form, and many a standing press charge can be saved if this procedure is followed.

DATE		NAME	DESCRIPTION
7/6/20	300	Geo H. Doran Co.	5M Book Maps "Queen Lucia"
"	01	John Lane Co	10M Folders "Autumn Fiction"
"	02	Duplex Light Works	25M Labels
"	03	John Wanamaker	50M Booklets "Women's Wear"
"	04	A. A. A.	5M Maps "New Jersey"
	05		
	06		
	07		
	08		
	09		
	10		
	11		

FIG. E.—Job Register, or Numerical Index of Orders.

George H. Doran Company

483 6/1/20 5M Circulars 4 page Soldiers all	625 6/15/20 10M Book Maps The Lonely House	650 6/20/20 20M Booklets 8 page Are Women People		

FIG. F.— Index Card.

The stone proof is returned by the proofreader to the head stoneman, whose duties consist of O. K.'ing all position sheets and seeing that all presses are supplied with forms. He should be located close to the time desk, so he can see at a glance when the presses need forms. The pressmen come to him for their job tickets and forms to put on their presses, because he is naturally more intimate with the demands to be met on each job. The pressroom foreman is consulted only when colorwork or some other particular job comes along to be run. When the pressman gets his form he reports "start make ready" to the time clerk, who stamps a time ticket (see Fig. H) and hangs it on the hook for that particular press. When sheet is shown

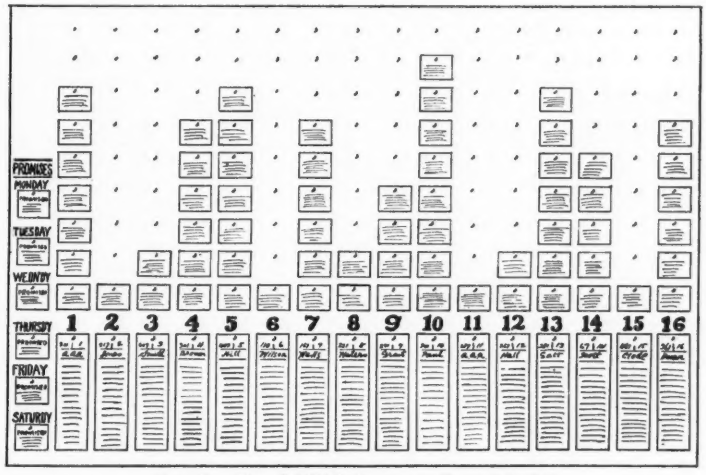


FIG. G.— Board Which Serves as Press Schedule.

JOB No.	Press No.
563	14

NAME Doran

DESCRIPTION 250 Circulars

Start	JUL 9 1920	10 46 AM
MAKE READY RUNNING	Brown	
Finished	JUL 9 1920	11 02 AM
Start	JUL 9 1920	11 02 AM
MAKE READY RUNNING	Waiting O.K.	
Finished	JUL 9 1920	11 27 AM
Start	JUL 9 1920	11 27 AM
MAKE READY RUNNING	Brown	
Finished	JUL 9 1920	12 04 PM
Start	JUL 9 1920	12 04 PM
MAKE READY RUNNING	Jones	
Finished	JUL 9 1920	12 [illegible]

250 Impressions

FIG. H.— Press Time Ticket.

JOB No.	PROMISED	STOCK IN	STOCK CUT	PLATES IN	ALL TYPE
683	7/8 AM	✓	✓	✓	X

NAME DORAN

DESCRIPTION 5M FOLDERS

Summer Fiction

SIZE	1 or 2 Sides	How Many Forms	Impressions per Form	No. of Forms Printed
12 x 9	2	2	5M	

FIG. I.— Form Card.

PROMISED

Time .....

Name .....

Description .....

BIND YES NO

PAD YES NO

ORDER NO.

FIG. J.— Promise Slip.

for position, that operation is reported to the time clerk, who stamps the ticket accordingly. And so on, with all operations until the job is completed, the feeder reporting the number of impressions to the time clerk. A new time slip is used for each job.

For the purpose of easy computation and daily entering of press time on the charge sheet, it is necessary for office records to have the press time transferred from the small time slips to a larger sheet (see Fig. K). The compositors also use this style of time ticket. There is plenty of room for debate whether compositors should be compelled to record their time by stamping a time clock, but the writer prefers to let the compositors make out their own time tickets, especially when on general work.

ABBREVIATIONS TO BE USED

Composition ..... C — Author's Alterations ..... AA
Make-up ..... M — Stonework ..... S
Distribution ..... D — Office Corrections ..... OC
Keyboard ..... K — Sewerting ..... SC
Casting ..... CT

COMPOSING ROOM TIME TICKET **Overtime**

Name of Workman ..... *Date* 191

Check No.	Customer's Name	8	9	10	11	12	1	2	3	4	5	Total Hours	Total Overtime
6303	Sterling			C	PS	AA	A	S				4½	

FIG. K.— Large Time Sheet.

Telephone 8600 Chelsea ..... 19....

Goods will not be accepted unless this number is marked thereon

Eaton & Gettinger
INCORPORATED
PRINTERS

Manufacturing Stationers

263 Ninth Avenue, New York

Job No.

This number must appear on invoice

Messrs. .....

Please deliver to us the following:

and charge to the account of **Eaton & Gettinger, Inc.**

Per .....

FIG. L.— Order Blank.

When the pressmen have finished their work on a job, they should write on the back of the job ticket the amount of ink used and the number of impressions made. The job ticket is then passed to the shipping clerk, who will see that the work is delivered in the proper manner and at the time promised.

The job ticket is then returned to the time clerk. He notes date of delivery on his follow up sheet, and transfers it to the " jobs delivered " file. The job ticket is sent to the office. This indicates to the office that the job is ready to be billed. The charge sheet is taken from the binder, a bill is made and sent out, and the charge sheet and job ticket filed away for future reference. This gives a complete history of the job.

For all outside supplies, triplicate order books are used (see Fig. L). The duplicate remains tight in the book. Each order book is taken every day by one of the office staff and all material ordered is posted on the charge sheets. The triplicate sheets on all orders for stock are sent to the receiving clerk. He knows by these sheets what to expect. When bills are rendered with the goods he initials them, pins the triplicate sheet thereto, and sends them to the time clerk, who checks "stock in" on the form card and also on the job ticket. Bills are then sent to the office, where the amounts are entered against the previous entry made from the duplicate sheet. The triplicate sheets prevent a double charge, show when a bill is missing, and help each department head to intelligently O. K. his bills.

Stock Memo _____ 191__

Received from _____

Cases	**Reams**
Bundles	**Sheets**

_____

_____

_____

FOR

JOB No.

STOCK

PART **COMPLETE**

FIG. M.— Stock Memo.

On every case or bundle of stock received a label (see Fig. M) should be pasted. When stock is supplied by a customer a duplicate of this label should be sent to the time clerk. If the stock received is more than sufficient for the jobs on hand, he sends this label along to the office order clerk, who pastes it in a scrap book or files it in a vertical filing cabinet. As this stock is drawn on orders, it is noted on the label and, of course, shows readily if any is left on hand. Thus, an up to date stock record is always available.

From the foregoing it will readily be seen that progress on all orders should be reported to the time clerk, whose business it is to follow up all work and keep a record on his follow up sheet. Thus, by centralizing at this point, information is most readily obtained, and promises, which must be made only by the superintendent or his assistant, are more apt to be fulfilled.

THOROUGHNESS THE MARK OF GENIUS

BY O. BYRON COPPER

EDWARD BOK, himself a renowned journalist, asserts in a late magazine article that one of the principal ways in which "America fell short with him," a native of the Netherlands, coming to this country as a little lad of six, was that it failed to teach him to be thorough. He goes even further and charges that lack of thoroughness is one of the chief characteristic American faults. At first thought this seems like a bold and presumptuous assertion, especially in view of all that Yankee heads and hands have accomplished in this world; but, to one who has cultivated that rare faculty, close observation, and who will view the question with an open mind, I am sure the truth of it will become largely apparent. The reality of Mr. Bok's charge may be readily admitted by one who has had literary or editorial experience, or, for instance, the experience of a practical or employing printer.

But, personally, I am too loyal an American to specifically concede that the lack of thoroughness is peculiarly a national failing. It may be that more modern Americans are lax in this respect than is true among Europeans; but the fact that America has produced her fair share of geniuses in the past, as compared with other countries, would indicate that natives of this "land of the free and home of the brave" are quite as habitual in bestowing "infinite pains" upon their undertakings as are the people across the ocean.

The point is, however, that a deplorably great percentage of the American people are wanting in thoroughness. Too many are content with "letting well enough suffice," and too often on every hand are heard such expressions as "Life is too short!" "What's the use?" "That's good enough!"

Carlyle defined genius as "the ability to take infinite pains," and D. G. Mitchell voices a similar thought when he declares, "There is no genius in life like the genius of energy and industry." And this from Ruskin: "The law of nature is that a certain quantity of work is necessary to produce a certain quantity of good of any kind whatever. If you want knowledge, you must toil for it; if food, you must toil for it; and if pleasure, you must toil for it."

It would be superfluous to add, "If you want success, you must toil for it, too," for that is already implied. And it is true. The man in any calling who succeeds is the man who excels in thoroughness. In just the degree that one cultivates the ability to strive always for perfection in his work is he a success. And the number of geniuses in this world is ever equal to the number of men and women who have the energy and the patience to toil tirelessly for the attainment of perfection in their respective vocations.

Perhaps it is only that I have known no other calling so intimately which causes me to entertain the opinion, but, be that as it may, I can still say with truth that there is no field of endeavor in which the demand for thoroughness and infinite pains is greater than in that of literature and the allied trade of printing. Doubtless the rule holds good in other trades and professions, too, but surely in writing, printing and newspaper making only he makes good who learns to take infinite pains with his work — who acquires the genius of energy and industry.

Through the realization of this fact, some years ago I adopted as a motto for my own printing office, " That which is worth doing at all is worth doing well," and, as a constant inspiration to myself and my workmen, I caused it to be printed on each job ticket. I feel assured that the excellent suggestion afforded in this sublime reminder was not without its beneficent effect upon us.

The eminent author whom I quoted at the beginning declares in the same article that in America the cry is ever for quantity, never for quality; and, while I am inclined to charge this as more characteristic of the times than of the nation, nevertheless I am free to admit its truth and accuracy.

In many a modern printery how undeniably evident has become this striving after quantity rather than quality! Time was, I am certain, when American printers spoke with pride of the quality of their product; but modern printers boast more proudly of the great number of impressions their shops have accomplished or are capable of accomplishing.

" Rush, slap, bang! " is the deplorable keynote of our industry today. Unfortunately, too, quality, once the pride of the American typographer, is today largely a matter of secondary importance. So far has this become a fact in the business that a compositor found in the cultivation of his genius — taking infinite pains, if you please — is fired as a man too slow and too expensive to be kept upon the pay roll. And even while he remains upon the job, he is looked upon as a freak and becomes the point of jest and ridicule among his fellow craftsmen. We hear much of " efficiency " these days, but the common significance is speed; the term has ceased to include thoroughness.

Whither, may I ask, is this present day tendency eventually going to lead us? Surely, if we excel only in speed and quantity of production, the quality of our product must suffer. Herein, I submit, lies a question worthy of every master printer's careful contemplation.

And turning a moment to the game of writing, whether of fact or fiction, prose or poetry, advertisement or editorial, the man who excels in this exacting employment, the man who succeeds and achieves distinction is invariably he who has exercised thoroughness, not only in preliminary preparation, education and research, but in the very mental and mechanical processes, also.

As they read, doubtless there are many among the uninitiated who suppose (if, indeed, they stop to think of it at all) that the masterful paragraphs which so deeply affect them were dashed off spontaneously in the author's heat of inspiration; and, while in rare instances such may be the fact, the great bulk of printed literature represents, I dare say, an appalling volume of labor, for few great pieces of literature were ever produced except through ample exertion.

I venture to say further that even the work necessary to produce merely one of the better class of short stories as appearing in any of the current standard magazines represents such an amount of labor — of careful thought, conscientious mental planning, of changing, interlineation, writing, revision and rewriting — as to completely discourage all except perhaps those who have made, or will make, a success of writing.

The secret of success — particularly in the art of writing — is having the heart, the energy, the ambition and the will to undertake and prosecute to a finish all the painstaking work necessary to success. It is told of William Cullen Bryant, the distinguished American poet, that he was never satisfied with his lines, and was never tired of revising and improving his verses. Thus he attained perfection and fame. Nor do Bryant's methods differ widely from those of other immortal poets and authors. All simply had to possess the rare ability to be thorough, else they never could have become immortal.

An editorial friend once declared to me that the practice of altering and rewriting manuscript is merely a bad habit; that it is easily possible to make one's first draft wholly acceptable, if one only wills so to do. By copious preliminary thought ere one puts pen to paper (or hand to typewriter, as the case may be) I am free to grant one can attain to higher degrees of perfection in one's original draft than is probable where thoughtless, rapid inscription is attempted; but personally I have always found that almost any important composition can be improved by redrafting, even for the second or third time, and such seems to be the common experience among successful writers.

And so, in summing up, the warning of this article is: Let us as printer journalists take careful stock of ourselves. Are we successful as printers, as pressmen, as news gatherers and writers, as editors? Are we at the top in our respective occupations? Are we as famed and popular as we should like to be? If not, then let us remember it is thoroughness, the ability to take infinite pains, capacity for tireless labor, and constant striving toward perfection, that determines human success.

If a man has any brains at all, let him hold on to his calling, and, in the grand sweep of things, his turn will come at last.—W. McCune.

FRIENDLINESS A PRINTER'S ASSET

BY CLARENCE T. HUBBARD

WHEN speaking of his success as a printer, the proprietor of a flourishing New England printery mentioned the fact that a great deal of his business was secured through his methods of making friends of those he had attempted to interview. Although he spent a goodly portion of his time in the office, he also went out after orders from business and commercial houses. Dwelling on his success in this direction, this printer salesman says: "I believe in the gospel of good cheer. I always enter a man's office with a smile and leave in the same way. During my visit I try to radiate cheer. I do not attempt to become familiar, yet most of my customers call me by my first name and when they reach that point competition takes a back seat."

This printer happens to have as his first name James. Most people know him as "Jim." A few recognize him as "King James." This little deviation in title has won him the friendship of many office guardians. His plan of announcing himself and becoming known under this name occurred by accident. He went to interview the manager of a large financial concern for the purpose of getting him interested in a plan for a series of booklets. As he arrived at the company the hallman intercepted him and asked his name. He gave it, but the secretary at the other end of the telephone could not grasp the name that was being transmitted to him. "Tell him it's King James," said the printer — and the name has stuck ever since.

It is not his policy to try and become familiar or personal. He is a well posted and thoroughly good business man. He can talk business in a firm way with the sternest of executives or intelligently discuss the topics of the day, yet his manner wins the friendship of all with whom he comes in contact. In the first place he never assumes any pose or attempts to appear too aggressive. He acts as natural with the president of a large concern as he does with the hallman. When entering the office of a "big man" he acts with ease, sits with ease, and talks in a natural way. His whole plan is to always "take it easy" no matter what the occasion is and to never assume an air of importance or superiority. On the opposite hand he does not take undue advantage of friendship. He merely, by acting friendly, sets his acquaintances at perfect ease, which is the secret of his popularity, well reflected in the successful business his house enjoys.

He has worked up a good business with large executives directing the industries of his town — bankers, merchants, business executives and professional men. Talking of his experience in gaining their friendship, he says: "When a private secretary requests that I make my business known, I inform him as naturally as I can that I have come to see his chief on a matter of printing. If I have not been there before I tell the secretary to inform the official I wish to see him on business which I have discussed with Mr. King of the Royal, Mr. Cooley of the Mutual Bank and Trust Company, Mr. Stewart of the Lagamore Company, and so on, naming officials I have recently had transactions with. Once inside I present my proposition, talking in the same way I would if the official were right in my home."

As an illustration of what friendliness can accomplish, this printer was discussing a large order with a high pressure executive when the official rang for his purchasing agent. The purchasing agent was a very serious sort of chap who viewed the order as a very important transaction (it involved ten thousand dollars) and wished to hold back for consideration. The printer wished to capture the order then — first, to ward off competition and, second, to protect the interests of his house in getting the business far enough in advance to insure a punctual delivery and avoid last minute confusion due to an uncertain market. The three man debate became somewhat strained, when the printer, smiling good naturedly at the purchasing agent, said: "Isn't he a fine man to have around when you are trying to do business? If I thought he was going to spoil my morning disposition like this I would have brought him a cigar." At this the third man laughed, which "broke the strain," and in five minutes more the deal was closed — *in favor of the printer.*

This printer does not believe in "freak" methods for gaining interviews, such as forced entrances with "joke" business cards or "comedy business." He relates the experience of another man who was in competition with him to gain an interview. With his card this man tendered to the executive an extremely funny cartoon clipped from a newspaper. The executive admitted the man and asked him if he represented the paper! Before he could explain the official told him what little use he had for the newspaper from which the clipping was taken, and so an interview was lost. This salesman had hoped through this "clever" introduction to gain an interview by first placing his man in the right frame of mind. But he picked the wrong paper!

Nearly all business men are human and like to do things in a human way no matter how "big" they are. In fact, as a rule, the bigger a man the *more* human he tries to be. For the man who is *big* only in his own business and is little in everything else, including humanness, is soon discovered and shunned excepting by those directly dependent upon him. The printer in soliciting new business can be human in a businesslike way. Your prospects and your customers appreciate

friendliness the same as your postman and your milkman do. Try it and see if this is not right.

The printer referred to in this article, for illustration, was calling on an insurance executive for the purpose of gaining new business. During the interview the vice president agreed to look at some " dummies " the printer had in his brief case. Reaching in to pull them out the printer found he had to remove a nightgown, which he calmly placed on the vice president's desk. Observing it the insurance man asked the printer if he slept on the job. Then " King James " explained that he had to make a hurried out of town trip that afternoon and not having a bag handy he jammed a nightgown into his portfolio. Both men then got to talking about trips, vacations, fishing and golf, with the result that this natural friendliness produced another order.

This printer, by carrying out the " human interest " idea, always gains his ends. It is not his originality that brings him his following — just his knack of adding " friendliness " to his salesmanship — something every salesman and representative of printing can do.

THE TRUTH ABOUT MOSES

BY O. H. MICKEL

Written for the benefit of all who yearn to ride on white dappled she asses.

" Ye who yearn to ride upon white dappled
she asses,
Ye who sit upon rich carpets,
And ye (the poor) who walk the long road,
Sing Ye! "

AS a matter of fact Moses did not lead the Children of Israel out of the wilderness. Deliberately he kept them in the wilderness, for the wilderness was what they needed. There was a cloud of smoke by day and a pillar of fire by night, not to guide them to the Land of Canaan, but to keep them in the tall brush, where the charioteers of the Ammonites and the Hittites, and a dozen more warlike tribes, would not molest them. Moses was a wise manager. His fighters would have been a " set up " for the fierce hill tribes and trained, armored soldiers of the plains. He had a bunch of mud slingers full of fear and manna to contest for a land of milk and honey, owned and defended by a hardy, well disciplined race of meat eaters.

Joshua, after forty years, leading a new generation that was nursed in the hard lap of sterile mountain valleys and made strong by a strenuous environment, met the best that Palestine could send, won the stronghold of Gilgal and scared the living lights out of the Jerichoians. Joshua was not leading the slave hearted brickmakers of Egypt. His fighters could not remember the flesh pots nor could they recall the idols of the Nile. They did not think the thoughts that bondsmen think. They were out for blood, and before Joshua retired thirty-one small-time kings were in astral seclusion comparing notes with the King of Jericho. Joshua and the Jews " cleaned up," because they had made themselves masters at the fighting game. They knew their business. God promised Canaan to Israel. God keeps His promises. Canaan was conquered when Israel was fit, and not before. Nor in the whole brief tale of this tellurian tangle, from Eden to the Horn of Gabriel, will a man, nor a class of men, nor a nation, come into the promised land of Canaan until they have made themselves fit.

In the printing business there is a great army of flabby idol mongers warring with the iron rules of trade, striving to reach the Plains of Esdraelon without passing through the dry hills of the Negeb and Kadesh. There are men who would insist upon an industrial survey of the Land of Goshen before leaving the employment of the Great Pharaoh — men who have been making brick without straw for many years and who have approached their masters, the buying public, " with 'bated breath and whisp'ring humbleness," whilst all the time there is a God in Heaven who arranges Fortune for the brave and prepares a fat land for all men who will make the good fight, and learn, upon manna, the simple lesson of discipline and organization. Under the greatest of teachers it took the Israelites forty years to learn the meaning of coöperation. There still is hope for Master Printers.

EDITORIAL

ELSEWHERE in this issue appears an article setting forth the vital necessity of maintaining the supply of what is known as carbon black, a product essential to the manufacture of printing inks. In view of the fact that some States are considering legislation which would stop the use of natural gas for the production of carbon black — practically the only way it can be produced — we urge our readers to give this article the careful study which its importance demands, so they may become familiar with the subject.

A REPUTATION is based upon past accomplishments, but its maintenance depends upon the performances of the present. The business institution that rests upon its reputation, expecting that reputation to carry it along, is in a bad condition, is heading toward disaster. Keeping everlastingly at it brings success, and so it is necessary for any business house that has gained a reputation to guard it jealously, carefully and constantly by making sure that present performances are in keeping with the standard upon which the reputation was built.

IN a recent issue of *The American Pressman* appears a paragraph by Wallace S. Allen, which all workers should study and keep in mind. No truer words have been spoken or written. The paragraph reads: "The happy days are past, and employers are no longer eagerly accepting mechanics equipped principally with a card and the ability to distinguish a machine from a load of brick. No nation or organization, much less an individual, can hope for long to successfully defy the inexorable laws of supply and demand, and if we are to maintain the wages secured during the past several years, in the face of falling prices, we must be prepared to deliver either more or better work, or both."

EVIDENTLY the recent slump in business started some of the old time tactics of price slashing to get work in the plant, according to some reports that have been circulated. There may be some reason for reducing prices in lines on which profits are usually large, but when it comes to printing it is a "penny wise and pound foolish" policy under existing conditions. As stated by one printer who had been heavily underbid on a job, he could understand a small variation in the prices quoted, and would lay it to difference in figuring and preparing estimates, or in the method of handling the work, but when it came to another printer quoting a price that was below what it would actually cost him to produce the work it was beyond his understanding. There can be no money made by cutting prices merely to get the work into the plant. Neither can a permanent, successful business be built up on that kind of policy. After years of effort have been spent to get printing on a profitable basis, it would be a great shame, to say the least, if an era of price slashing should be started simply because some buyers insist that prices of printing should come down the same as other things. Printers should stiffen up the backbone and insist on prices that will give them a reasonable profit. If price cutting should become prevalent it would merely mean a return to the demoralized state of affairs which has to a very large extent been overcome through the efforts of leaders in the industry during recent years.

THERE is no place for the pessimist in our present scheme of things, especially in the business world, and more particularly in the printing industry. Howling when business is a little dull will not create business or bring in orders. The only thing to do is to "pull out" and work a little harder. We have had a rather extended era of easy picking. Now it is a case of "get out and dig." Sitting back in an easy chair and crying about business depression will not bring in orders. The times demand strong minds, stout hearts, imagination, initiative and stick-to-itiveness. The man who thinks well and then acts decisively is the one who will win out in the race for business. Now, more than ever before, there is need for creative work, and the printer who can create ideas that in turn will create business for his customers is the one who will find his services in demand. Quit crying about business depression. Business is sound fundamentally. The country is sound. There is no need for fear. Shake off the gloom, get out and hustle. Keep in mind that "1921 will reward fighters."

In Behalf of Our Future Printers

A letter recently sent to the members of the Typothetæ of Washington, D. C., from the office of the executive secretary contains the following timely and important suggestion: "Why not make it one of your personal duties to occasionally give a word of encouragement to that apprentice boy back there in your plant? I know the many details of the front office keep you on the jump, but back in the plant learning the trade is a *boy* who will soon be a *man*. An occasional word from you will help in molding that boy's life. If wisely and sincerely given, you will help him to become a craftsman of credit to the industry and a citizen of value to the community. Here's another suggestion along this line: Why not enter a subscription in the name of the lad for one of the leading trade magazines? It will give him an inspiration for good printing that will be reflected in his work, and it won't cost you as much as one ordinary cigar a week."

Entirely too little attention is paid to the apprentice — the boy who will soon be a man and our future master printer. He is all too frequently allowed to drift along, sans training, sans encouragement, with little or no effort put forth to give him a true appreciation of the work of the printer and the importance of printing, nor of the exceptional history which belongs to the printing industry. Little wonder then that the boy soon gains the impression that this is "a h—— of a business." Little wonder that boys of a higher type are not attracted in sufficient numbers to the printing plants of the country.

An occasional word of encouragement, a little attention given to inculcating in the mind of the boy a true knowledge and appreciation of what printing really is and what it stands for, requires little effort, costs nothing, but is worth while. But — and don't forget this — the one higher up, the logical one to perform these little acts, must himself be imbued with a true love for the art, must have a true appreciation and knowledge of printing.

The suggestion of the executive secretary of the Typothetæ of Washington, D. C., should be spread broadcast among the heads of printing plants throughout the country. We hope it will be given earnest consideration and prompt action.

How Much Should the Salesman Get?

Inquiries frequently are received regarding the proper method of determining the amount that should be paid a salesman, and whether he should receive a straight salary, a salary and commission, or merely a commission, on the business he secures.

This is a question which is governed largely by local conditions and by the ability of the salesman, and it is best adjusted by setting a minimum amount of business to be brought in before a salesman is entitled to a certain amount of wages to about cover his actual expenses, and by allowing a commission on all business in excess of the minimum amount.

To this arrangement one correspondent offers the objection that the minimum business may be construed to mean either the minimum for a year or for a month. In the first place the salesman does not earn any commission until he has brought in the year's minimum; in the other the adjustment is made each month, and it is possible that some months may not reach the minimum in dull seasons.

It is important for both the salesman and the house that the arrangement made shall be mutually satisfactory and conducive to activity on the part of the salesman.

The wise man hath said, "Hope deferred maketh the heart sick." This is equally true of commissions deferred. Therefore we do not recommend the adoption of a yearly minimum to be attained before commissions begin.

Another correspondent takes the wise stand that the salesman traveling over the territory and meeting the prospects is advertising, and as such is worth something to the house. He recommends the payment of a small weekly salary regardless of the business produced, and a commission on all business. There is considerable to commend this point of view, and the only difficulty would seem to be to so fix the stipend that it would be sufficient to satisfy the salesman yet not too large to carry as an expense. It has been suggested that $25 a week and a commission of ten per cent would be right for most of our smaller cities. Another suggestion is that the commission should be ten per cent for the smaller orders, up to $200, and five per cent on all over that amount.

Still another suggests that the salesman should receive the higher commission on all new customers and the lower on repeat orders. Here is quite a field for discussion, and one that really affects the cost, so we shall be glad to hear from any of our readers as to their practice and their opinion in this matter. Let us have your ideas so a comparison may be made to the end that a standard of practice may be established for the guidance of the trade.

The Schools of Journalism

It was the great privilege of the editor of this journal to address the members of the Buckeye Press Association at their meeting in Columbus, Ohio, during the latter part of February. While there a visit was paid to the School of Journalism of the Ohio State University, where one of the sessions was held, the program being made up principally of papers and talks by students in the school, with two or three short talks by those in charge of the classes. The talks of the students dealt wholly with subjects connected with the actual work of newspaper publishing.

It was interesting indeed to notice the breadth of understanding these students have acquired as the result of their academic training combined with practical experience on the school paper and other papers in the State, and also from the surveys made in connection with their class work. It speaks well for the character of the training they are receiving, and is also ample assurance that the newspapers of the future will be in good hands.

The schools of journalism in the various States are putting forth splendid efforts toward giving the proper fundamental education and training, and are inculcating higher ideals in the minds of those who are to be our future journalists. This is in keeping with the views of our new Journalist President as expressed in an interview with Walter Dill Scott, president of Northwestern University, who was seeking his counsel with regard to the opening of the Joseph Medill School of Journalism. President Harding stated that "The American press has not lived up to its responsibilities in molding the thought of the people. It has limited itself too much to dispensing sensational news and to making money. It has been influenced more by commercial than by ethical standards. It is very important that all available agencies should combine to elevate not only the ideals but also the practices of the American press."

With the high character of work being done by our schools of journalism, and the increasing emphasis being placed by them on the responsibility of the newspapers to their communities and to the nation, we can feel certain that the future will bring a continued upward trend in the standards of our newspapers, replacing the sensational with the constructive. And when we consider that by far the vast majority of the people base their opinions and judgments on what they read in the newspapers, the necessity for emphasizing the need for accuracy and continually raising the standards is readily seen.

WILLIAM CASLON AND HIS TYPES

BY HENRY LEWIS BULLEN

GOOD fortune invariably attended the career of William Caslon. He was fortunate as a young man in acquiring and deserving the support of a few eminent printers, who not only earnestly persuaded him to establish a typefoundry, but actually advanced him the necessary funds. Beginning in 1720, the superiority of his types earned for him immediate prestige and profits and a virtual monopoly of the sales of types in Great Britain and the British colonies in America until 1742, by which time he had acquired an adequate fortune. He was fortunate in his son, William II., who more than maintained the prestige of his father. But, with all these advantages, if good fortune had not favored him after his death, his posthumous fame would have been no greater (if judged by the merit of his work) than that of some other British typefounders who made types superior in design to those of Caslon for two decades before his death.

The subsequent fame of the first Caslon is primarily due to the reverent appreciation of his work on the part of his descendants; and secondly it is due to appreciation of the old style roman type faces on the part of Charles Whittingham the Younger, of the famous Chiswick Press, at a time when Whittingham was the only fine printer in English speaking countries — in a period when old style romans had been entirely superseded by the less beautiful modern romans. But chiefly, Caslon's fame is due to the efforts of a group of living American printers, who for the past quarter century have expressed themselves mainly by means of the types of Caslon I., restored to use by Charles Whittingham, after almost half a century of total disuse. These American printers now form a Caslon cult, and by their admirable use of Caslon's types it has happened that Caslon is more famous and his work better understood and admired in our country than in the land of his birth.

American printers during the last decade have been provided with such masterly type designs as Kennerley, Cloister Old Style, Bodoni, Goudy Old Style, and Garamond (not to mention a few private type designs), but none of these is likely to displace in merited popularity Caslon Old Style, as reproduced in this country in 1859 from the original Caslon types by L. Johnson & Co., typefounders, of Philadelphia, and now owned and used by the American Type Founders Company, and known as Caslon Old Style No. 471. There are other Caslons, modifications of the original design, but all are inferior.

In the January, 1859, issue of the *Typographic Advertiser,* the house-organ of L. Johnson & Co., edited by Thomas MacKellar, a small specimen of one size of Caslon Old Style is shown, with this note:

> This Brevier is a specimen of our old style type, from originals got up more than a century ago. Small Pica is also ready for order, and other sizes are in preparation.

In the October, 1859, issue of the *Typographic Advertiser* specimens of sizes from nonpareil to double pica were shown, under the name of Old Style, with italic up to great primer only. In the same year the series appeared in Johnson's type specimen book. In 1878 it is shown complete, with italic, up to six line pica. This was the first old style series of any kind shown and made in America since 1796. It ceased to appear in the *Typographic Advertiser* after 1869, prior to which year it had been shown now and then in an obscure way. In 1876 five sizes, from double pica to four line pica, roman and italic, were shown as Old Style No. 14 in the specimen book of the Dickinson Type Foundery, of Boston. The net result of these efforts was that from a typefounder's point of view the series was a failure — it did not sell.

The present popularity of Caslon types is primarily due to the excellent typographical taste of Arthur B. Turnure, a publisher, and Walter Gilliss, a printer, both of New York. Both men loved fine printing. Turnure was a founder of The Grolier Club, and Walter Gilliss is now secretary of that club and the president this year of the American Institute of Graphic Arts. These men, in 1884, became partners in publishing and printing books and periodicals, most of which appertained to the art. In 1892 they commenced the publication of *Vogue,* a handsome fashion and art periodical which for several years was printed exclusively in Caslon Old Style, no other type face being admitted. The Caslon types were used with such impressive and beautiful effect that the earlier volumes of *Vogue* are now in request by collectors of fine printing. Walter Gilliss was thus the first to establish in America the true Caslon style of typography, made applicable to all purposes, commercial as well as for books. When he ordered the Caslon types from the successors of L. Johnson & Co. he was informed that no large fonts had theretofore been sold by them.

The series designed by Caslon was first named Caslon in the first collective type specimen book of the American Type Founders Company, brought out in 1895 by the writer, then advertising manager of that company. As a result of the popularity of the types in America the first designation in England of the series as Caslon appears in the 1913 type specimen book of the Caslon typefoundry. Prior to that date its designation by the Caslons was merely Old Face. Under the latter name it appears in the Caslon specimen books as late as 1908.

Shortly after naming the series Caslon the writer commissioned Walter Gilliss to print separate specimens of the Caslon types on antique papers. A marked increase in demand was thus created, which has steadily increased during the ensuing quarter century. The use of the original Caslon types (No. 471) was lessened for a time when, to adjust the series to the newly introduced standard line, the descending letters were shortened to the grave disadvantage of the design. The revised series (No. 540), during the suppression of the original design, was in steady demand, except among a few of the more advanced typographers, who insisted upon using the original design. In 1911 the writer was permitted to readvertise the original, No. 471. This was done in an eight page specimen printed in the first issue of Henry Lewis Johnson's ever to be admired periodical, *The Graphic Arts,* in 1911. The response to this advertisement, which contrasted the revised No. 540 with the original No. 471, was so immediate, generous and continuous that in 1917 the original design was reinstated in the specimen book of the American Type Founders Company, and today it ranks high among that company's "best sellers." We shall see, as we proceed, that the vicissitudes of the Caslon types in the country of their origin have been even more varied than in this country.

William Caslon I. was born at Hales Owen, Shropshire, England, in 1692. He served an apprenticeship in London to an engraver of gun locks and gun barrels. Venturing into business on his own account, Caslon added to his regular work the engraving of bookbinders' tools and stamps. In the latter articles his lettering gave him a good reputation. He numbered among his customers for bookbinders' letters, etc., such celebrated printers as John Watts and Samuel Palmer (for both of whom our Benjamin Franklin worked as a journeyman during his sojourn in London in 1724-1726), and also William Bowyer and James Bettenham.

These master printers admired the letter cutting of young Caslon the more because of the utter inferiority of the types made at that time in England. The better designs of types then used in Great Britain were imported from Holland, but even the Dutch type faces had degenerated from the days of the Elzevirs. This defect in typemaking, which adversely

affected all British printing, caused Caslon's friends to consider the possibilities of turning his talent as a letter cutter to mutual advantage. They procured for him admission into a typefoundry, where he for the first time observed the simple processes of typecasting and the not expensive appliances then in use. When they had persuaded him to the venture, three of them advanced him £500, whereupon he established himself in 1720 in a garret in Helmet Row, Old Street, London. Having everything to learn, he doubtless employed experienced



William Pickering and Charles Whittingham the Younger in conference in the Summer house in rear of the Printing House at Chiswick. It was at such a conference in 1843 that these two men decided to reintroduce the Old Face types of William Caslon. The picture is a reproduction of a contemporary oil painting by Charlotte Whittingham, daughter of Charles Whittingham. Pickering is seated at the left.

typefounders to make the molds and other appliances and to make the matrices and cast and finish the types, as he completed the steel punches.

He appears to have commenced with his pica roman and italic, completed in the first year, but his earliest font was of Arabic types on english body, the punches and matrices of which, as well as the types, were paid for by the Society for Promoting Christian Knowledge. When Caslon's pica roman and italic types were ready, he doubtless began to sell them, the while he proceeded to add to his selection. This would be the normal businesslike procedure of one seeking to establish a typefoundry, hence we do not credit the statement by Reed in his biography of Caslon, who would have us believe that the english roman and italic produced in 1722 "remains conspicuous . . . as the first letter cast at the Caslon foundry," after relating that Caslon had completed his Arabic and his pica roman and italic in 1720. Nor can we credit Hansard's statement, printed in 1825, that Caslon "had not only to excel in . . . engraving the punches, which to him was probably the easiest part of his task, but to raise an establishment and cause his plans to be executed by ignorant and unpractised workmen." This we believe was a quite unnecessary procedure, for there were in 1720 four other typefoundries in London and, doubtless, a sufficient number of mold and matrix makers and typecasters, some of whom would be available for Caslon's purposes. According to John Nichols, always a reliable authority, Caslon had in 1730 eclipsed most of his competitors, both in the merit of his type faces and the extent of their sales; and in 1734 we have the evidence of Caslon's first broadside specimen, showing fourteen roman and italic body faces, seven title faces, two text faces, besides fourteen other faces of Saxon, Gothic, Coptic, Armenian, Samaritan, Syriac, Arabic, Hebrew and Greek, with seven borders. In 1738 a pica size of Etruscan was added, and, about the same time, a pica size of Ethiopic. Not all of the foregoing were cut by Caslon, who quite early assumed an executive attitude and devoted himself with a great deal of success to developing his market.

From the garret in Helmet Row, Caslon moved to larger quarters in Ironmonger Row, Old Street, from whence was issued what appears to have been his earliest broadside, dated 1734. This broadside was unknown to Reed, writing in 1887, who incorrectly states that the broadside issued in 1734 from Chiswell Street was the first one to be issued. It is hardly credible that Caslon could acquire the commanding position in typefounding in Great Britain without having shown specimens of his faces from time to time as each size appeared. If, as we believe, these specimens were issued, they have all disappeared, not irrecoverably let us hope; for had not the first broadside specimen of 1734 seemingly disappeared, leaving no record of its existence, until 1910, when the writer found a copy folded neatly in a book of accounts of the Society for the Advancement of Learning containing the transactions for the year 1742? This unique earliest known Caslon broadside is now one of the treasures of the Typographic Library and Museum of the American Type Founders Company in Jersey City. Of the seven broadside and three book specimens known to have been issued during the lifetime of William Caslon I., two broadsides are lost, and of the remaining issues only one each of two broadsides and two books have survived. The only known copy of the broadside of 1749 is in Stockholm, Sweden. The only known copies of the specimen book of 1763, the Tower edition of the 1764 specimen book, and the earliest known broadside of 1734 are in the United States.

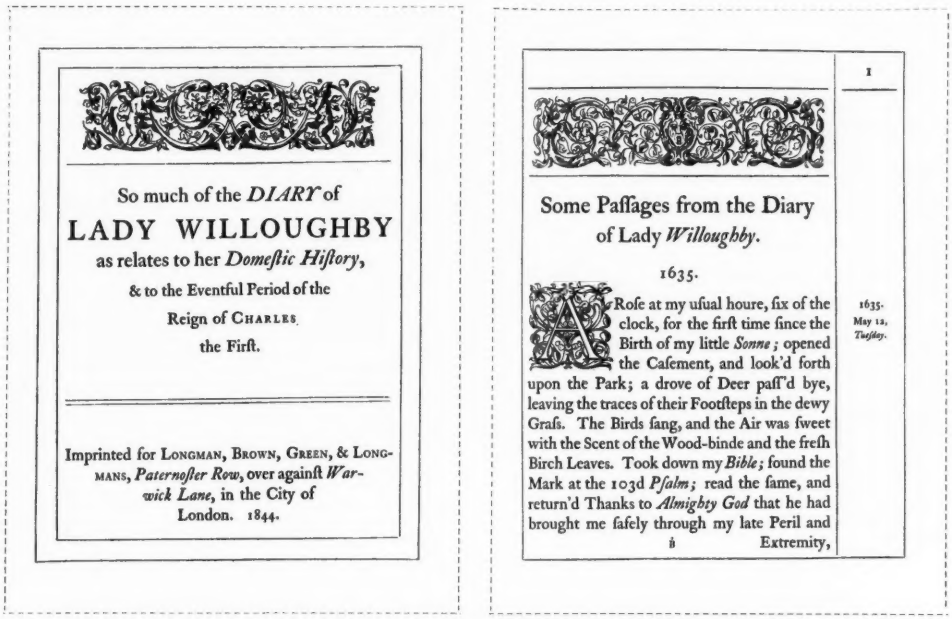
In 1742 Caslon's eldest son, William II., was taken into partnership. He was a punch cutter, and he enlarged and improved the typefoundry, issuing the first specimen book in 1763. William Caslon I. was made an honorary justice of the peace in 1750 by the ministers of King George II. Not long after this honor (much esteemed among Englishmen) was conferred on him the elder Caslon retired from business, residing in a country house near London at Bethnall Green, where he died and was buried in 1766 at the age of 74. Prior to his retirement he lived in the place where his types were made, at Nos. 22 and 23 Chiswell Street, where the business was conducted in the original building until 1912, when it was demolished. The residential apartments, as the writer remembers them, were spacious. In them Caslon was thrice married, each wife bringing to him an accession of wealth. He had two sons and a daughter. Of the sons, William II. assisted and succeeded his father, while Thomas became a successful bookseller and was once honored with the office of Master of the Worshipful Company of Stationers, the oldest organization of printers in existence. The daughter, Mary, married a wealthy brewer, which is sufficient proof that the Caslons of that day held an influential social status. Brewing is accounted one of the most honorable of occupations in England. John Nichols tells us that "Mr. Caslon was universally esteemed as a first rate artist, a tender master and an honest, friendly and benevolent man." Of his social qualities we have a cheerful glimpse in Hawkins' "General History of the Science and Practice of Music," thus:

Mr. Caslon settled in Ironmonger Row, in Old Street; and being a great lover of music, had frequent concerts at his house, which were resorted to by many eminent masters. To these he used to invite his friends and those of his old acquaintance, the companions of his youth. He afterwards removed to a large house in Chiswell Street, and had an organ in his concert room. After that he had stated monthly concerts, which, for the convenience of his friends, and that they might walk home in safety when the performance was over, were on that Thursday in the month which was nearest the full moon; from which circumstance his guests were wont humorously to call themselves "Luna-

tics." In the intervals of the performance the guests refreshed themselves at a sideboard, which was amply furnished; and when it was over, sitting down to a bottle of wine and a decanter of excellent ale, of Mr. Caslon's own brewing, they concluded the evening's entertainment with a song or two of Purcell's, sung to the harpsichord, or a few catches; and, about twelve, retired.

It is also recorded that Caslon's hospitalities were not confined to his musical friends merely. "His house was a resort of literary men of all classes, of whom large parties frequently assembled to discuss interesting matters relating to books and other studies."

Part of the good fortune which ever attended Caslon, living and dead, was in having established his foundry at a period when the restrictions on printing were gradually abolished, with the result that newspapers and printing houses were established throughout the kingdom in great numbers. There was



So much of the *DIARY* of

LADY WILLOUGHBY

as relates to her *Domeſtic Hiſtory*,

& to the Eventful Period of the

Reign of CHARLES

the Firſt.

Imprinted for LONGMAN, BROWN, GREEN, & LONGMANS, *Paternoſter Row*, over againſt *Warwick Lane*, in the City of London. 1844.

1

Some Paſſages from the Diary of Lady *Willoughby*.

1635.

1635. May 12, *Tueſday.*

A Roſe at my uſual houre, ſix of the clock, for the firſt time ſince the Birth of my little *Sonne*; opened the Caſement, and look'd forth upon the Park; a drove of Deer paſſ'd bye, leaving the traces of their Footſteps in the dewy Graſs. The Birds ſang, and the Air was ſweet with the Scent of the Wood-binde and the freſh Birch Leaves. Took down my *Bible*; found the Mark at the 103d *Pſalm*; read the ſame, and return'd Thanks to *Almighty God* that he had brought me ſafely through my late Peril and

b Extremity,

Two pages from a celebrated book. After nearly half a century of total disuse, the Caslon types were first reintroduced in the "Diary of Lady Willoughby," published in 1844. Three sizes of the types were used, the text in 18 point. The paper was rag and imitation hand made. The size of the type page is 5 by 6¼. The printing is perfectly done.

then a greater reading public in Great Britain than in any other country. The publishers flourished and many great authors stimulated the love of literature as well as the sale of books. In this active period for twenty-two years Caslon had (as we have before stated) a virtual and profitable monopoly of typemaking.

The Caslon typefoundry was continued by his descendants for a period of one hundred and sixty years of more or less prosperity. Upon the death in 1873 of the last of the Caslons, Henry W., the business was continued for a purchaser by T. W. Smith, who eventually acquired the ownership and assumed the name of Caslon-Smith. He was succeeded by three sons, who assumed the name of Caslon, who now conduct the ancient typefoundry very successfully.

Toward the end of the eighteenth century the modern style of roman introduced chiefly by Bodoni in Italy and pleasingly modified by Scotch typefounders in the design generically known as "Scotch cut" (not "Scotch face," which appeared much later), began to supersede, and eventually drove out of use, the old style romans of French origin which had been in use for three hundred years as body letters, except in Germany, which preferred its fraktur types. So complete was the change of taste and demand that the Caslon specimen book of 1786, issued by William Caslon III., which showed only old style roman body letter, was next followed in 1805 by a specimen book which showed nothing but modern romans. The disappearance of the old style types from the Caslon specimen book was seemingly the end of the original Caslon types, as well as of the old style romans made by all other British typefoundries. But, very fortunately for the art of printing, though the change of fashion compelled Caslon's descendants to sell modern style romans, they had a reverence for the handiwork of the founder of their House which prevented them from destroying the old style and seemingly "obsolete" punches and matrices, while their unsentimental competitors with one accord disposed of their old style punches and matrices as so much old metal.

In the Caslon specimen book of 1805 there is no reference to the discarded letters, but in the issue of 1819, which was probably the next after 1805, the following prefatory "Advertisement" appears:

The Printers are respectfully informed, that, in addition to the contents of the following Modern Specimen, this Foundry includes the Works of the justly celebrated William Caslon, by whom it was originally established. They consist of all sizes of Roman and Italic, of an improved Elzevir shape; an extensive collection of Greeks, Hebrews, Saxons, and Blacks; Arabic, Armenian, Coptic, Ethiopic, Gothic, Persian, Samaritan, Syriac, Script, Music, &c., several of which are not to be found in any other British Letter-Foundry. Specimens of the original Caslon Foundry may be seen in Chiswell Street; but, being nearly out of print, cannot be generally circulated.

This advertisement appears in all succeeding books until the year 1844, and effectually shatters the interesting legend which credits Charles Whittingham with having difficulty, in 1843, in persuading the Caslon of that day to search for the old style matrices of his distinguished forefather. Warren, in his interesting work "The Charles Whittinghams, Printers," The Grolier Club, New York, 1896, says: "The establishment of Caslon was ransacked for the punches and matrices, and the missing ones had to be replaced." This, we see, is imaginary; the types were for sale, but doubtless there were few, if any, buyers, and the types would be cast to order. None the less is credit due to Charles Whittingham the Younger for preferring the old styles to the modern romans. When he printed, in 1844, "The Diary of Lady Willoughby, as relates to her Domestic History in the Reign of Charles I.," the use of Caslon types began to increase, but so slowly that the Caslons did

not reinstate them in their type specimen books until about 1860. They are not in the specimen book of 1854, and the small appreciation of them by the last of the Caslons is indicated by the omission in the book of 1854 of the long standing "advertisement," instead of which we are told that:

> This establishment is also possessed of the original works of the justly celebrated William Caslon, which were engraved in the early part of the last century. Among these are the improved Elzevirs, now so frequently used by most eminent printers and admirers of the art of typography in reprinting fac similes of the works of old authors and antiquarian records.

The next issue of the Caslon specimen book after 1854 is without date, but there is evidence in it that it was printed as late as 1860, and here for the first time since 1786 the Caslon types are exhibited, with the following reference to them in the preface:

> In this establishment may be obtained the highly esteemed founts of the long-established Glasgow Letter Foundry [Wilson's]; likewise the Old face Letters, which were engraved in the early part of the last century, by the celebrated William Caslon, and which are held in high repute by the most eminent typographers of the present day.

In 1858 Lawrence Johnson, of Philadelphia, visited the Caslon typefoundry in London and there purchased special casts of all the characters of all sizes of the Caslon types with which to make facsimile matrices for use in his typefoundry. As it happened, the Caslon types were shown in the Johnson house-organ at least a year before they reappeared in a Caslon specimen book, though quite probably some sort of advanced specimen had been issued by the Caslons to meet a gradually increasing demand for the types. If we except a few of the better book printers in Great Britain, it can not be said that there has been a revival of the use of Caslon types in that country in any wise comparable with their great popularity in America.

It is a common error to ascribe the invention of his design to Caslon. The design originated in Venice. The roman letters of Wendelin of Spire, first used in 1469 in Venice, were the first of the so called old styles. Jenson followed in 1470 with a more beautiful letter, but it was not what we now call old style. It was exquisite in its model, but monotone in effect. Ratdolt, who printed in Venice from 1477 to 1486, used beautiful old style romans. Early in the sixteenth century the old style roman design was made more effectively in Paris and in Lyons. There were many admirable variations of the design in use at that time. Plantin in Antwerp furnished himself in 1555 with matrices made in France, and later on, French letter cutters provided the punches for the excellent old styles of the Elzevirs. We see that from 1805 to 1844 the descendants of Caslon refer to the Caslon types as Elzevirs, inferentially but erroneously ascribing the origin of the design to the Elzevirs. The old style design at its best follows the splendid model of Jenson's roman but with greater contrast of the main and minor lines. This contrast makes it lively and also more readable.

When Caslon began to cut his letters, the forms of the roman old style letters had become crude and displeasing, the art of letter cutting having fallen into decadence, while the crudity of the letters was accentuated by poor presswork, inferior inks and papers and general slovenliness in printing. By contrast, Caslon's types deserved all their popularity, but they did not equal the sixteenth century letters of Garamond or of Grandjean. Another element of the popularity of Caslon's types was their liveliness, especially in the english and larger sizes. He put more color into his main lines than most of his predecessors had used. Comparison of his work with that of his contemporaries must be confined to British typefounders. Caslon regenerated the old style design. In all Europe the design continued to degenerate until it passed out of use entirely, except in that series known now as the Elzevir, which is quite unlike anything the Elzevir family of printers ever used. But in Great Britain Caslon's competitors bettered his instruction. In 1742 Alexander Wilson, of Glasgow, produced an old style series which excelled that of Caslon, as did those of Baskerville. After Caslon's death his grandson, William III., went into opposition with a new letter foundry, the old styles of which excelled those of his grandfather, and later on Fry's old styles equaled the best in use. Nevertheless, however much we may criticize Caslon's work as contrasted with his immediate followers, the fact remains that no one since has equaled his work in an old style design, though many have attempted to do so, and the Caslon types undoubtedly constitute one of the greatest permanent assets of the typographic art.

LET THE WORKERS KNOW WHAT IS GOING ON

BY JOHN E. ALLEN

THERE is a custom in many business offices that well might be practiced in the different departments of the printing business. It is the custom of familiarizing all of the associate executives with contemplated changes in or extensions of business policy, additions to the equipment, or the installation of new devices or services. For instance, if the manager of a home office dictates a letter to the manager of a branch agency, in which a new policy is explained, it is the ordinary custom to pass copies to all the associate officials of the sending office, so that each may have a knowledge of the contents of the letter.

If the management of a printing concern decided to handle all unspecified work in a certain manner, for the sake of uniformity of style treatment, it would be a good plan for individual copies of a letter explaining the innovation to be handed to the workers in the composing room.

Assuming that the front office has decided upon setting all sale bills, say, in Caslon type, twenty-four point size, with seventy-two point Pabst headings, for the sake of establishing a set style that should prove of great assistance in attracting new work of the sort, it would be a good plan to present to each typographer in the shop a letter of this sort:

"It has been decided that sale bills with the seventy-two point Pabst headings and twenty-four point Caslon body type, as a standard, are to be preferred to the one set in a variety of sizes and faces, so we plan on using the style commended by good taste. As you know, we are in a community where work of the sort mentioned is to be had by the printery doing the most attractive typography, and it is our intention to establish a certain standard of sale bill composing that should prove a good advertisement of our business as a whole, and, at the same time, draw to ourselves an ever increasing number of customers with orders for the printing of sale bills. We suggest that you give this matter of sale bill uniformity your earnest thought. Any suggestions will be welcomed. Should you think of some changes in our suggestion that would prove beneficial if adopted, or if you have some additional features in mind that would be helpful if incorporated within the proposed standard style, kindly present them for our consideration. Of course you must know that the product of a printing concern reflects as much credit upon the workmen employed therein as upon the business itself, and that what is advantageous for the firm must necessarily be for the good of the individual craftsman. Coöperation should be our watchword. Wouldn't you like to have a part in the establishing of a high standard for one sort of typographic expression? Please let us know your views on the subject."

Such a letter should prove a great help to every one in the place if circulated generally among the workmen of a plant. And it is only a single specimen. Letters dealing with other matters of moment might be similarly distributed with like beneficial results.

COST AND METHOD

BY BERNARD DANIELS

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to $50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

A Trade Abuse That Should Be Stopped

As long as there is printing to be sold there will be buyers who, before placing their orders, will want estimates of the cost, and no one can honestly say that such is not their right provided they definitely say just what kind of printing they want and the actual amount of it. This condition exists in every business where the goods are manufactured to special instructions after the order is placed. But there has grown up in the printing business an abuse which has caused great loss to printers, without corresponding advantage to the buyer, an abuse which could be greatly diminished, if not entirely eradicated, if all the members of the craft would live up to its ethics and be fair and honest when making estimates.

Estimates, as we said before, are something that the buyer rightfully expects, and if properly handled are a benefit to the trade through prevention of misunderstandings; but a certain class of buyers of our products have abused this privilege by making it an excuse for shopping, thus causing a considerable loss to printers through the cost of making estimates upon jobs that the buyer never intended to give them.

But this is not the abuse to which we referred in the caption of this article. The one we desire to remedy is a much more flagrant departure from business ethics, and one that, so far as we can learn, is confined to the printing business.

Sending to one printer a copy of a job just delivered by another printer, and requesting an estimate, is neither honest nor businesslike; and the printer who knowingly figures on such a job without consulting the one who did it is a party to a transaction that is a disgrace and a violation of all rules of ethics and business honesty.

When a printer receives a copy of a recently printed job and is asked to quote on duplicating it, he should inquire at once whether it is a bona fide request for a price for an order to be placed, or if it is merely for the purpose of checking a bill just rendered or to be rendered for a job already delivered. If the latter, he should decline to make a price, unless he is made familiar with all the conditions of the former transaction and especially the kind of copy furnished and the changes made in the proofs.

There is no doubt that the kind of buyer who would try to get an estimate on a job merely for checking would become provoked when cornered with inquiries as to the conditions under which the job was produced; he possibly would declare this had nothing to do with your giving him an estimate on the next edition, and if you insisted in your refusal he might end in calling you names and asserting that you were in a combination in restraint of trade. If every printer refused to estimate upon such jobs the buyer of printing would soon cease to ask or expect it, and the whole trade would be benefited.

How do you suppose your tailor would treat you if you went to him and asked for a price on a suit of clothes you had just bought? Would it help matters much if you were to tell him that you felt you had been stuck and intended to give him your next order if his price was right?

Taking the thing on a larger scale, how would the building trades act toward a man who asked them to estimate, or rather to check up an estimate, after the house was built? Yet there are many jobs of printing worth more than an average house, and more full of details that might affect the cost through slight difference in the manner of carrying them out.

Why not get together and kill this trouble making abuse by absolutely refusing to estimate on jobs that look like check-ups? This would not prevent the customer from buying expert advice from a competent disinterested printer when there is reason to believe the job has not been correctly billed. Unfortunately, too many printers make use of such occasions to fill the buyer's mind with distrust of the other printer by making an unprofitable price, feeling secure in the fact that the job is not going to be placed. The method is bad — bad for both parties — and the sooner it is eliminated the better for the craft.

Now, when the slump in business is about over, when every one is looking forward to a buyer's market and there is going to be a big demand for printing, would be the very best time to destroy this abuse. Will you do your part?

The Machine and the Man

There are two factors in the efficiency of any printing office that in the minds of owners and managers are generally transposed as to their relative value and importance. The first, or rather the one generally considered first, is the mechanical equipment of the plant. The other is the working force, or man power. It is the usual thing for printers to boast of their up to date mechanical equipment and efficient management, but it is exceptional for one to hear a boast regarding the special adaptability and efficiency of the workmen.

One reason for this is the system of uniform wage scales and minute division of the work into separate operations; but a greater reason is the fact that most printers have entirely lost sight of the great truth that "no machine is more efficient than the man who runs it." There are many old machines running with very little less production than can be obtained from more modern ones, because they happen to be in charge of specially efficient workmen who thoroughly know these machines and all their peculiarities and possibilities. On the other hand, you will find in many shops the latest patterns of machines turning out much less than the proper quota of work, and possibly less perfect work, because they are being handled by those who either have never learned the best way of handling them or are not ambitious enough to do their best. Unless the man who runs the machine is "sold" on that particular machine and is an enthusiast about its perfection and possibilities, the machine will never do all that it is capable of in speed or quality of product.

Again we repeat, "No machine is more efficient than the man (or woman) who runs it." Therefore it is the part of wisdom to encourage our fellow workmen to give the best that is in them rather than to complain that the machines they are running are old fashioned and not able to do all that is asked of them. Of course, modern machines are built stronger and are able to run faster than the old ones, but then we never ran the old ones to anything like the limit that they were capable of under efficient handling.

Employee and employer are alike interested in getting the most out of every machine today in the interest of the reduction of the high cost of living and the stabilization of the business conditions of the world that all may have continuous and lucrative employment. More pay per year rather than more pay per day is the result of a proper relation between the man and the machine.

The Cost of Selling

The Cost Commission of the United Typothetæ of America advises printers to keep the cost of the selling as a separate department and distribute it over the sales as a percentage.

This method of caring for sales has one decided advantage; it keeps constantly before the proprietor and manager the actual cost of procuring the orders, which is something that most printers are apt to greatly underestimate.

There is considerably greater expenditure for getting business than is shown in the items of a salesman's pay roll and advertising charges. Let us itemize those so we can recall the list and see how it looms up.

First of all come the fixed charges for share of office expense, then the management expense, then the advertising and the dummies, next the postage and carfare, and, finally, the share of overhead. Here is how they stretch out:

Sales manager's salary.
Salesmen's salaries.
Clerks' pay roll.
Commissions.
Stationery and supplies.
Postage.
Telephone and telegraph.
Samples.
Designs and dummies.
Salesmen's expense account.
Advertising.
Postage on advertising.
Donations to secure good will.
Portion of rent, heat, light and other office expenses.
Interest and depreciation on sketches and samples.
Part of management or overhead expense.

Quite a formidable showing for an account or a department usually passed over by saying "Our salesmen cost us about ten per cent."

Sit down and look over your books, and see just what it is costing you to get business, then include this item in every estimate you make.

We know it has been customary to carry selling cost over into the overhead and forget it, but it is neither good cost keeping nor good business to handle it in that way.

Continuous Advertising

While the printing business has suffered much less than many others during the recent adjustment of prices, there is no doubt that the men who have been on the street in the interest of the printers who believe in looking for business in season and out have found that it is a little more difficult to arouse the optimism of their customers and prospects.

Those representing printing houses which advertise have found it much easier than have those whose firms advertise only when business is dull. It is peculiarly hard to understand why printers of all others should be in this class. It would seem that their handling of the advertising of the live business men would teach them that to keep up the stream of orders one must advertise regularly and continuously.

We might almost paraphrase the old saying, "An apple a day will keep the doctor away," by making it read "An ad. a day will keep dull times away."

The printing business is particularly well situated at present because other businesses will have to do more direct advertising to help their sales forces cover the market and recover their old time proportion of orders to keep the enlarged plants going.

Consumption of certain lines of goods has dropped off and there are pessimists who assert that the possibilities of production are too great; but we believe the consuming capacity of the United States is greater now than it ever was, and that the consuming capacity of the world will gradually regain its normal proportions.

This does not mean that printers can sit down and wait until the orders from the manufacturers come rushing in. On the contrary, it is an indication that the printer who wants his share of the profits must advertise continuously, not only when he finds time to slip it in during the dull days, but by laying out a regular campaign of advertising and getting it out just as regularly and promptly as if it were for his best customer. In fact, the printer is his own best customer; because, if his advertising fails to produce results the whole business suffers and the profits vanish.

As one newspaper man said, in attacking Theodore Roosevelt, "He is popular because he keeps himself on the front page." The same kind of keeping on the front page by continuous advertising will make any printer successful and prosperous.



The First Meeting of the Nineteenth Century's Two Great Emancipators.

Abraham Lincoln's first view of a printing press. This was at Vincennes, Indiana, in March, 1830, when Lincoln, as a youth of 21, was en route from his Indiana home to the "new country" in Illinois, and spent the greater part of a visit of three days in the office of the *Vincennes Sun*. Reprinted from *The National Republican*, Washington, D. C., February 12, 1921.

CARBON BLACK

BY A. P. KITCHEL
Assistant Secretary, National Gas Products Association.

EDITOR'S NOTE.—*In the editorial columns of our February issue reference was made to the legislation prohibiting the use of natural gas for the manufacture of carbon black, which is under consideration in some States. In view of the importance of this product, carbon black, in connection with the manufacture of printing inks, as well as other commodities, we feel that printers would do well to read the following article and post themselves on the subject.*

CARBON black is the name commercially applied to an amorphous form of soft carbon, produced by the combustion of natural gas. It must not be confused with lamp black, which is a black manufactured by the burning of oil. As a matter of fact, carbon black and lamp black are distinct products, differing from each other in molecular structure, tinctorial strength and other properties, and, for the most part, in their industrial uses as well. The distinct qualities of the natural gas product, carbon black, are its lightness and fineness, freedom from hard or gritty particles, miscibility in oil, intensity of color and remarkable coloring power when mixed with oils or other substances. No other black possesses this combination of properties. Carbon black is made only from natural gas. It can not be commercially manufactured from any other substance. Theoretically, no doubt, it could be made from illuminating gas, but this would be impossible as a commercial operation on account of the low yield and prohibitive cost.

The business of manufacturing carbon black from natural gas is not an experiment, but an established industry which has been conducted in the United States for forty years or more. Its origin and growth have been coincident with the coming into general use of the modern printing press, requiring an abundant supply of ink adapted to rapid presswork. Carbon black, or gas black, is today a staple commodity as well known to the many arts and industries which depend upon it as are anilin dyes or linseed oil. There are all together some forty carbon black factories in this country, located for the most part in regions remote from centers of population, and distributed among the States of Pennsylvania, West Virginia, Kentucky, Louisiana, Montana and Wyoming. These factories, with the wells and pipe lines that supply them, and the gasoline plants operated therewith, represent an investment of upwards of $25,000,000. Carbon black ranks among the most useful of natural gas products. Indeed, its uses are such that it may without exaggeration be said to minister in some form to the convenience and comfort of every citizen. In point of time, its universal use was primarily connected with the manufacture of newspaper inks. Such inks are made by the admixture of carbon black and certain oils in the approximate proportion of one pound of black to eight pounds of oil. The resulting nine pounds of ink is sufficient to print approximately 2,250 copies of the average newspaper. In the year 1914 there were no less than 22,754 newspapers and periodicals published in the United States, employing 112,000 wage earners and having a combined circulation of 14,000,000,000 copies, or 140 copies for each man, woman and child in our country. There were in the same year 33,471 printing establishments, employing 272,000 wage earners and having a product valued at $643,000,000. More than 175,000,000 books and pamphlets were printed, of which at least 100,000,000 were educational or religious in character. These publications require annually over 100,000,000 pounds of printing ink.

The modern rotary press, which has come into general use during recent years, is now capable of 200,000 pages an hour, or over fifty a second. Manifestly the ink essential for operations of such rapidity must flow freely, possess great covering power and make an instantaneous and legible impression. For such ink, carbon black is the ideal and indispensable material. The National Association of Printing Ink Makers, which comprises most of the printing ink trade of the United States and is thus in a position to speak with authority, is responsible for the statement that without carbon black "It would be impossible to continue the supply of ink requisite for the printing of newspapers." Mr. Ruxton, its president, himself a well known ink manufacturer, says that, "In the manufacture of newspaper inks, carbon black made from natural gas is an essential ingredient. No satisfactory substitute is available. Any restriction or curtailment of the output of carbon black, therefore, presents the gravest cause for apprehension, not only to the ink manufacturers, but to the publishers of newspapers and to the entire reading public." Carbon black is also a universal ingredient in carbon papers, typewriter ribbons and duplicating equipment.

Of great importance during the last seven or eight years has been the development of the use of carbon black in the manufacture of automobile tires, both solid and pneumatic. In 1920 there were 8,000,000 automobiles in the United States. It is estimated that the American tire manufacturers had an output in that year of about 35,000,000 tires. Taking these tires at an average price of $25, the tire bill of the American people was in the neighborhood of $800,000,000. The great majority of the better class of tires today carry black treads, and in the manufacture of these tires millions of pounds of carbon black were employed. The black is used, not for the sake of its color, but because it has been found that it adds to the toughness and resiliency of the rubber, giving better traction and much longer mileage. Tests conducted by the leading technical experts of the rubber industry have demonstrated that carbon black added in certain proportions to their compounds gives an increase of twenty-six per cent in tensile strength and ten per cent in elasticity. It also decreases weight, cost and time of cure, and, by retarding oxidization, prolongs the useful life of the tire. Manufacturers who formerly guaranteed a mileage of from 3,000 to 4,000 miles, are now making adjustments of black tread tires on a basis of from 6,000 to 10,000 miles. If only ten per cent additional mileage resulted from the use of black in these tires, it would mean a saving of $80,000,000 in the tire bill of the American people for that year.

These are by no means all the ways in which carbon black serves mankind. Other commodities in which it is an ingredient are paint, varnish, stove polish, crayons, waterproof coverings, cement colorings, composition goods and paper. During the war millions of pounds of carbon black were supplied for the manufacture of tires for artillery and ammunition trucks, aeroplane tires, gas masks and camouflage material.

Another feature of the carbon black industry is that it adds appreciably to the supply of high gravity gasoline. Wherever practicable, the factories are now equipped with absorption plants to extract every drop of available gasoline from the raw gas. Only the residue of gas remaining after such extraction is consumed in black production, thus several million gallons of gasoline are added yearly to the nation's supply as an incident to carbon black manufacture. In most instances, the recovery of this gasoline would be otherwise impossible on account of the limited local demand and consequent inability to market the gas, after gasoline extraction, for other purposes. The gasoline so produced, according to the United States Geological Survey, "Represents a contribution to the gasoline supply of the country of far greater importance than its statistical position would indicate. On the one hand it represents a production of a type of gasoline that will fufil the rigid requirements of motor fuel for aeroplanes in high

altitude duty and also a type of high gravity material that will blend with low gravity naphthas to produce a desirable fuel for ordinary motors. On the other hand, the production of natural gas gasoline represents true conservation."

The entire process is the most efficient that forty years of experiments and experience have been able to devise. Chemists and engineers are constantly employed in research work connected with the various manufacturing problems. One criticism often advanced is that while there are said to be about thirty pounds of carbon in one thousand cubic feet of gas, only about two pounds of black are manufactured. But this criticism confuses the element carbon with the commercial product, carbon black. The element is protean, existing in such diverse forms as the diamond, graphite, coal, oil, gas and the breath exhaled, and in any kind of organic matter. The whole industrial value of the product, carbon black, lies in its unique form and properties. It is impossible to increase the yield of more carbon from gas. Many methods of doing so have been devised but every one of them has thus far proved a failure, because it obtained quantity only at the sacrifice of the qualities on which commercial value depends. Few human processes approach theoretical perfection, so that mere criticisms of the carbon black manufacturer's process are not persuasive, on this account.

The carbon black companies are naturally vitally interested in the conservation of natural gas, upon which the continuance of their business depends. The processes employed are the best and most efficient which have been developed through the several years. If anything materially better, more economical or more efficient were known, is it not reasonable to believe that the manufacturers would have adopted and put it into successful operation? There has recently been widely published, under authority of the Bureau of Mines, a series of articles on the manufacture of this material. Nowhere is it suggested that any more efficient process has been developed or exists. If our process were obsolete or antiquated, or had been superseded by more efficient methods, is it probable the Bureau of Mines would have suppressed or concealed the fact?

On the one hand, the carbon black manufacturers stand ready and willing to be of assistance in furnishing gas to local communities or pipe lines at a reasonable price. On the other hand, it is estimated by competent authority that the sheer waste of natural gas in some of the States mentioned exceeds 150,000,000 cubic feet a day, or more than is consumed by the entire gas black industry of the entire United States. This is real national wastage and the carbon black manufacturers are naturally opposed to it.

The National Association of Printing Ink Makers, in recent resolutions opposing any undue legislation against the use of natural gas for the manufacture of carbon black, in its preamble states that

> WHEREAS, we deem it unpatriotic for any one State or group of States of our country to restrict their natural resources to the exclusion of the advancement of the rest of the Union, as were such a spirit pursued the State of Maine might prevent its wood resources from being used for the manufacture of paper, or the coal producing States might prevent their coal from being used in other localities.

Other trade organizations are now taking up the subject and will doubtless protest against the proposed prohibition or serious curtailment of this industry in the other States.

All that the carbon black manufacturers ask is the right to continue reasonable use of gas from their own wells to operate their factories and the right to buy gas in the open market in fair competition with other industrial users. They do not think it un-American to ask the right to compete on equal terms. They do, however, call the attention of other enterprises to the danger of discrimination between manufacturers, whereby it might be established that one industry should have the right to buy gas whereas another should not. Such laws despoil one manufacturer or class of manufacturers for the benefit of another. They suppress competition in the interests of those favored. If, for example, manufacturers of carbon black and gasoline may be deprived of the right to compete in the production or purchase of gas at the instance of another manufacturer, may not this manufacturer in his turn be deprived of a like right at the instance of some different manufacturer, and so on? Is not the true principle that of equal opportunity and open competition, which it has long been the American policy to foster and encourage? The old fable of the body and its members has not ceased to be true. In the laudable desire to save natural gas in certain localities, we must not forget the welfare or convenience of the body politic as a whole. A saving would be too dearly bought if accomplished only at the inconvenience and detriment of the entire public.

EXHIBITION OF OLD PRINTS

Among graphic arts circles in New York, old prints will be very much to the fore during April. Under the auspices of the National Arts Club and the American Institute of Graphic Arts, a Loan Exhibition of Old Prints, to be held at the galleries of the National Arts Club, 119 East Nineteenth street, will be formally opened on the evening of Wednesday, April 6. The exhibition will continue through the month.

It will be devoted chiefly to wood engraving, line engraving, etching and mezzotint, and most if not all of the finest examples of the work of the best masters of these four processes from the early beginnings in the fifteenth century down to the end of the eighteenth century will be shown, including the conceded masterpieces of such men as Schongauer, Durer, Mantagna Marcantonio, Holbein, Rembrandt, Van Dyck, Nantsuil, Hogarth and Bewick.

These choicest examples of the prints of all time have generously been loaned by dealers and private collectors. The only prints later than the eighteenth century to be included in the exhibition will be two or three examples of Timothy Cole's engravings on wood. This is done not only because Mr. Cole is America's greatest engraver, but because he is also the greatest exponent of the only form of engraving in which America has excelled all other countries.

In addition to the old prints themselves, a most interesting feature will be the technical exhibits of the tools used in the different processes, books on prints, original plates and blocks, with proofs from them, engravings in various "states," proofs showing the effects of different "wipes" in etching, along with educational examples of other fascinating details in the vast and enchanting subject of print making.

A dinner will be held at the club preceding the opening on the date given above, at which the speakers will include Timothy Cole, William M. Ivins, Jr., Curator of Prints of the Metropolitan Museum, and Frank Weitenkamp, Curator of Prints of the New York Public Library.

Not only do engravers and printers and other workers in the graphic arts of today owe a tremendous debt of gratitude to these old master engravers, but also there is nothing, hardly excepting even the work of the early printers, which can be studied and enjoyed with more certainty of high inspiration toward better standards of excellence than can the rare and beautiful old prints such as those to be shown at this notable exhibition.

LETTERS WE APPRECIATE

To the Editor: SEATTLE, WASHINGTON.

At this time I am going to take the opportunity of telling you how much we enjoy THE INLAND PRINTER. All our men say that they can not see how any well regulated printing office can get along without it.

JOHN J. KNOFF, *President, Knoff Printing Company.*

PROOFROOM

BY F. HORACE TEALL

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

On the Use of a Hyphen

R. E. W., Birmingham, Alabama, sent two proofs showing a line in two ways, "Acid- and Water-Proof" and "Acid and Water-Proof," and in a letter accompanying the proofs says: "I understand the line to mean 'acid-proof and water-proof.' Which form is correct?"

Answer.—The commonest way is "acid and water proof," with no hyphen. With one hyphen, as in the second, it is not good at all. Some people will have it with the two hyphens, which is the way it would have to be done in work for me. Of course the right way for a printer is the way the customer wants it.

Roman or Italic Parentheses, Etc.

A. J. C., Des Moines, Iowa, asks: "Should roman or italic parentheses be used to inclose an italic word? In a question ending with an italic word should the quotation-mark be italic or roman? Is a law enforceable or enforcible?

Answer.— Italic marks of punctuation are not much used in good books except in whole sentences of italic. For a single word or even more in a sentence mainly roman I agree with Theodore L. De Vinne that roman points are better. Practice is divided, however. The man in charge, if he has a choice, is not properly criticizable no matter which he uses. A law is properly said to be enforceable, not enforcible, though all the dictionaries give both spellings without distinction. The word is simply the English enforce with the English suffix -able, and words ending the other way are from Latin words with the ending -bilis. Such words commonly show the same difference as that between eatable and edible, of which the first is made of English elements and the other is simply a complete adaptation from Latin.

A Disputed Possessive Form

L. V. C., LaGrange, Ill., writes: "In the expression 'fourteen years' experience,' is the possessive apostrophe correctly used? In our office there was considerable discussion as to whether this was right or not. Some say it is and others contradict. Please inform us as to whether it is or not and the reason for it. We can find nothing in our reference books that will give us any light on the subject."

Answer.— I personally hold to the use of the apostrophe, and do not think I can ever be persuaded that such expressions are right in the other form. But a great many people prefer the other way, and among them are not a few who are reputed as thorough grammarians. I am sure that the omission of the apostrophe is wrong, and the defenders of the omission insist that the use of it is wrong. My reasoning is that the first noun (years') is in the possessive case, consequently should have the possessive sign. They say that it is not possessive; but this comes from what I call a badly erroneous idea that the possessive case must express possession. Webster's New International Dictionary rightly says the possessive case is "the case denoting ownership, origin, or some analogous relation." The following is from Goold Brown's "Grammar of English Grammars," page 514: "Between a portion of time and its correlative action, passion, or being the possessive relation is interchangeable, so that either term may be the principal and either the adjunct; as, 'Three years' hard work,' or 'Three years of hard work.' Sometimes we may even put either term in either form; as 'During the ten years' war,' 'During the ten years of war,' 'During the war of ten years,' 'During the war's ten years.' Hence some writers, not perceiving why either word should make the other its governed adjunct, place both upon a par, as if they were in apposition; as 'Three days time,' 'By a few years preparation,' 'Of forty years planting,' 'An account of five years standing.' If these phrases were correct, it would also be correct to say, 'one day time,' 'one year preparation,' 'one year planting,' 'of one year planting'; but all these are manifestly bad English; and, by analogy, so are the others." Brown's grammar is old, but it is the one book in which such minutæ are pretty sure to be found, and it has always been and is still authoritative. The quoted phrases, except the last lot, are actual quotations from good authors. Brown was not always right, but in this instance he certainly was, although some writers will not admit it. Difference has always existed and will exist.

A Fault in Diction

E. J. R., Toronto, Canada, writes: "I would thank you for your opinion in regard to a point on which I am not quite certain. Is it not wrong to write 'What kind of *a* fellow is he'? To my mind the 'a' is bad grammar as well as faulty diction. Some grammars emphatically condemn such a sentence. But so many writers seem to be using that form of expression that I wonder if they do it out of carelessness or ignorance. As a proofreader, have I the right to delete the article in question, even if it is in the copy? Your answer through the columns of your journal will be greatly appreciated."

Answer.—The expression here condemned used to be included as an error in all the books of verbal criticism once so common, but which now are little appreciated. We are now much more liberal than we used to be as to propriety of language. Little irregularities are not nearly so much noticed as they were. A much greater fault than the one criticized appears in the letter calling the use of the article bad grammar. Grammar could not be better than that of the sentence criticized, although the diction is not the best. It probably is not carelessness or ignorance that leads to the use of the extra article, but rather deliberation. It is presumable that many writers think the article is needed in the sentence, and on such supposition an ordinary proofreader has no right whatever to delete the article when it appears in the author's copy. Its presence in copy is all that is needed for its defense. A proofreader who is specially authorized to do so may make such changes, but he should be prepared to give proof that he is right, and even with such preparation he may save considerable trouble by being tolerant and cautious.

CURIOS FOUND IN THE DICTIONARY

BY F. HORACE TEALL

THE dictionary in this writing does not mean any book so called, for many small works and some large ones are current that are not commendable except as being better than none. Our use of the word dictionary is in general reference to our full works that are well known as recognized authorities, even including some which the present writer does not approve. Small works always give selections of words only and slight definition, even those literally extracted from the larger ones omitting many of the really common words and much desirable information. A striking instance is the school dictionary which announces in its preface intention to give all words likely to be heard or read by common school pupils, which enters and defines prognosis, yet does not give diagnosis, a word much commoner than the other. Definitions also are necessarily very much condensed and unsatisfactory. This is said here merely to show a reason for recommending preference for the full dictionary, while admitting that even the smallest is useful within narrow limits.

A puzzling circumstance of a very curious nature, as I see it, is found in the fact that so many people never learn to use the dictionary, and that so many never own one. It is the only record of the words of the language, and no one, no matter how well educated, can possibly know the whole vocabulary well enough to need no record. Great numbers of these books are sold, but not nearly so many as should be. Curiosity is in itself a slight incentive toward frequent resort to the printed record, but it is the foundation of lively interest, and is worthy of much attention and gratification.

We find little use now of the word billingsgate, meaning foul language, but once it was very familiar, and it is still known, although what it names is itself not often spoken of by any special name. Billingsgate is so called from the London fish-market notorious for the ribaldry of its denizens, which must have been extremely picturesque in early times to induce its common celebration by making the local name a name for all such talk. This instancing of billingsgate results mainly from that being an early typical example. It seems to me a very curious matter that the vile language of fish-venders in a certain market should lead to wide-spread use of that market's name as the regular common word for such language. What is most interesting now is the fact that such transference of names from persons or places to common uses is one of the prominent processes in the making of our vocabulary.

Greenough and Kittredge, in "Words and Their Ways," say that "one of the most entertaining chapters in the history of our vocabulary deals with words from proper names." Their book has a chapter on this subject, largely composed of mere notes of etymology, and showing that in many instances the words treated are not derived from proper names, as derivation is commonly understood, but are the names used without change of form but with common meaning, as billingsgate is. Among these are brummagem (a dialectal form of Birmingham), benedict or benedick, burke, china, japan, guy, meander, morocco, vandal, and many others equally curious. Of course these common words are derived from the proper names, but to derive a word is usually to change its form as by adding a syllable, as in bowdlerize, harveyize, macadamize, and tantalize.

In the preceding paragraph only enough of the words from proper names are mentioned to tantalize persons who are interested a little only, but enough to point the way for those who will find the others for themselves. Entertainment is principally found in the history of the origin and development of the words, and it is rarely given by mere dictionary records. Of course we can not always keep in mind the origin of the vocables we use as if they were instinctive, and we can hardly even know all of any certain kind. We can never know how speech, as made by putting a number of words together, originated, but much of the way that words individually originate is known and the knowledge is prized by all who study to know. One of the most interesting facts involved is that a large proportion of our vocables in every-day use are products of the common people, not depending on scholarly authority, and of such origin and furtherance are many of the transferred uses of proper names.

A word arising without scholarly aid is blackguard. It arose hundreds of years ago from the practice of calling those who had charge of pots and pans and other kitchen utensils the black guard; also, it seems, certain soldiers or attendants dressed in black were called the black guard. Of course the black guard of kitchenry were usually of low character and vile speech, and it was probably among themselves that the word blackguard, through running together the words black and guard, arose. Whether started by these lowly persons or others, the new word soon became the common characterization of one of their sort, probably with thorough forgetfulness of the original following very soon. Evidently here is no trace of authority, but complete popularity.

Bombast is now and has long been pompous or inflated language, such as is also called fustian (which latter presents another curious instance of a word from a place-name, Fustat, a suburb of Cairo in Egypt). I presume that it is a long time since our present sense of the word bombast became the only meaning conveyed by that word, and of course there is no probability that it will ever again have any other sense; yet our use of it is simply a figurative use from the old application of it as a name for cotton wadding, and fustian came to us in the same way, namely, as a jest. In this we have another instance of language-making by the common people, independently of linguistic authority.



Them Was the Happy Days!

Reprinted from Des Moines (Iowa) *Capital*, of February 18, 1921. Used at time the Iowa State Press Association was in session.

Collectanea Typographica

By HENRY LEWIS BULLEN

Books are the torches, fed with oil divine,
To light our pathway through a glorious mine;
Ope' boundless treasuries of human thought,
And bid us marvel o'er what God hath wrought. —Francis I. Maule.

* * * *

Alas! Alas!

He who first shortened the labor of copyists by device of movable types was disbanding hired armies and cashiering most kings and senates and creating a whole new democratic world. He had invented the art of printing.— *Carlyle.*

CARLYLE was dreaming, and his dream will come true. But how slowly human beings learn! *Collectanea* supposes, hopefully, that one might find almost a thousand democrats in North and South America. Millions of Americans are undemocratic because they are "not rich enough," and other millions are undemocratic because they pay good sized income taxes, yet the real democrats are sometimes not rich and sometimes quite rich.

Now, if the real democrats controlled all things that are printed, Carlyle's dream would soon come true. Printing, however, is at the service of all classes, cults and superstitions, good, bad and indifferent. Progress is tediously slow toward real democracy, with its simple platform of "All things whatsoever ye would that men should do to you, do ye even so to them," because most of the types are working for the undemocratic folks. The Declaration of Independence does not go far enough when it states that "All men are born free and equal." It is truer that all men are born free and equally ignorant.

That learned (but not therefore necessarily wise) man, Dr. Eliot, president emeritus of Harvard University, was born as equally free and as equally ignorant as the most illiterate American of them all. The only difference between these two was that of character of environment before and after birth. If they had been exchanged in their cradles, Eliot would have been the illiterate one and the unnamed one might have become president of Harvard University. The destiny of the unnamed one would be uncertain if he had accidentally become an Eliot, but there would be no uncertainty about the real Eliot accidentally put into the hands of ignorant folks. He surely would have been an illiterate, untaught by his foster parents, deprived of schooling, held down to struggle for a meager livelihood — unblest by the benefits of printing



Statue of Johan Gutenberg, inventor of typography, recently acquired by the Typographic Library and Museum of the American Type Founders Company, in Jersey City. The bronze, which is seven feet high, is by the favorably known sculptor, E. Plassmann.

We who are more or less in the Dr. Eliot class, and use our knowledge to become foremen, or to command the service of others, or to become richer than others, are simply the beneficiaries of the great god Luck, who gave us a good start. Those not successful are handicapped by the great god Bad Luck. Remembering this, as we should, we will be humble in prosperity and friendly to all the less fortunate. Humility is the preponderating trait of the truly great and of the truly democratic who may not be great. All the world eventually loves a true democrat. No man's memory is more universally loved than that of Lincoln. He is loved because he was first of all a democrat. There have been greater men, but few (if any) wiser. In a recent life of Lincoln, it is written: "Lofty vision made him humble and reverent of the common mind of the plain people." He stood on the one line platform of another great democrat, loved actually (as well as officially) by half the people of the world. Lincoln knew the handicaps of the unfortunate, white or black, and his eminence and vast authority never caused in him the slightest arrogance. How different the attitude of the average "boss," big and little! If we have in our hearts one element of arrogance toward our fellow men we are not real democrats, and we are delaying the "disbanding of hired armies" and the "cashiering of kings" (crowned and uncrowned) and the creation of "a whole new democratic world."

Lincoln nearly fell into the clutches of the god Bad Luck. His father could not read. Fortunately his stepmother was able and willing (humble, poverty stricken saint!) to teach the boy to read. Of schooling otherwise he had practically none, but a neighbor in the wilds had a few books — the only books within a hundred miles — seven precious printed gifts of the god Luck! Had Abraham's father remained a widower; had there been no books in a neighbor's house; or had the books been trivial and uninspiring — then surely the world would have lost a great name, but we may be equally sure that an illiterate Lincoln would have remained a true democrat. However, it is in prosperity and authority that a democrat is put to the severest test.

* * * *

The man who does not believe in advertising may know his own business, but nobody else does.— *Selected.*

Poor Richard

In January, seventeen-six,
Was born, in humble station,
A gentleman whose high renown
We honor as a nation.
The same who wrote, when work was slack,
His justly famous almanac.

"God gives all things to industry."
"Plough deep, while fools are sleeping."
"Lost time is never found again."
"To rise, begin by creeping."
A sage, in sooth; a good and true man —
Yet not *too* virtuous to be human.

A man of parts, this chandler's son;
Fair critic, guide and mentor,
Diplomatist, philosopher,
Economist, inventor,
Why, every schoolboy knows, I guess,
How he improved the printing press!

He tore the lightning from the sky,
While all the world was mocking,
With silken kite and pointed wire.
Soon all who scoffed came flocking.
They thought him little less than God,
When he displayed his lightning rod.

He was his country's surest guide
Through change and evolution.
And in the years of storm and stress
That brought the Revolution,
He fought for peace by arbitration —
Then boldly signed the Declaration!

As Minister to France his fame
Filled all the land with wonder,
He bound our Nations with a bond
Nor time nor tide can sunder.
He was, I think you'll all agree,
A wizard at diplomacy.

For all these noble services
America reveres him.
Yet 'tis his quaint simplicity,
I think, that most endears him.
For this the world his praise rehearses —
And I am wrestling with these verses.

—*Vilda Sauvage Owens.*

* * * *

Logotypes and Linotypes

NOW that the greater part of printing is from logotypes (which we call linotypes), it is interesting to recall that the originator of logotypes — castings of words and syllables rather than separate letters — was Barletti de Saint Paul of Paris, who in 1770 sold his invention for 70,000 francs, being the sole gainer in the transaction. In 1785 John Walter, of London, introduced logotypes in a printing house he bought for the purpose of demonstrating their economies. The system Walter used required 3,500 logotypes for one font. He subsequently founded *The Times* as a vehicle with which to cultivate a demand for his system. The "vehicle" proved to be a gold mine of such richness that Walter quickly forgot his logotypes. From that time until the invention of the linotype there were many attempts to popularize logotypes, all futile.

* * * *

The word "advertisement" was not used in its present publicity sense until 1660. The words "advertising" and "advertiser" are of later date, the latter first coming into use in 1705.

Pamphlets Before Newspapers

DEMOCRACY began powerfully to assert itself in England during the reign of Charles I. (1600-1649), a monarch who combined great charm of manner with a firm adherence to the monstrous affirmation of the "divine right" of kings and secret loyalty to the Roman Catholic faith, while professing to be a Protestant. For his treachery to the people of England he lost his head. He greatly feared Printing, and he it was



Statue of Benjamin Franklin, printer, who achieved the place in history of the greatest of Americans, recently acquired by the Typographic Library and Museum of the American Type Founders Company, in Jersey City. The bronze, which is seven feet high, is by the favorably known sculptor, E. Plassmann.

who decreed the limitation of printing houses in Great Britain and Ireland to twenty, none of which would operate more than two hand presses. Severe penalties were prescribed against those who might be discovered to be printing without one of these twenty licenses.

All this was before the day of regular newspapers. The democrats of that day, generally known as Puritans, comprising men and women of greatly varied ideas and aspirations, to spread their ideas resorted to the printing of pamphlets, which in turn were answered by pamphleteers in the interest of autocracy. The royalist pamphlets were printed by the licensed printers; the antiroyalist pamphlets were printed on secret (outlawed) presses. Of the seventy-five thousand or more of these pamphlets, printed between 1637 and 1660, only one copy exists, and this through the foresight and assiduity of a bookseller named Thomason, who began to collect them in 1640. It was a risky task, as possession of one or the other part of the collection became punishable by death, as one or the other party came into power during the civil wars. Thomason died in 1666, bequeathing the collection to his children. In course of time parts of the collection were disposed of, but about 1766 the bulk of these pamphlets came into the possession of the British Museum, where it is today, in two thousand volumes, each containing about thirty pamphlets, some containing relations of facts, such as battles by sea and land, but most of them controversial on politics and religion. Not a few adventurous unlicensed printers lost their lives for issuing pamphlets which today appear to be no more than a statement of universally accepted facts or conclusions. Many more patriotic printers were fined and imprisoned, but always their types and presses were destroyed. When a press was destroyed another quickly took its place.

A large share of that liberty of thought and opinion which is the heritage of Great Britain and the United States, more than in other nations, is due to the courage of the unlicensed printers of England during the reigns of the autocratic Stuarts.

* * * *

Oldest Newspaper in England

THE oldest newspaper now existing in England is the *Gazette*, a biweekly, now devoted entirely to governmental announcements and advertisements, civil and military. It was first issued as the *Oxford Gazette*, biweekly, on November 16, 1665, and is now in its two hundred and twenty-fifth year. On its twenty-fourth issue its name was changed to the *London Gazette*, when it became the official periodical of the British government. It is now usually referred to as "the government Gazette."

* * * *

Origin of the Word "Newspaper"

NEWS was first circulated regularly in manuscripts known in England as "News Letters," or "News Sheets." Printed news was first issued in pamphlet form, with the name "News Books." Each volume of a "News Book" was paged consecutively. Broadsides, containing news, printed on one side, were known as "News Sheets." In 1665 the *Oxford Gazette* appeared on a half (folio) sheet, printed on both sides, and to distinguish this new form of publication from books and sheets, it came to be called a "News Paper."

MACHINE COMPOSITION

BY E. M. KEATING

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

First Elevator Jerks in Descending and Rising

An Illinois operator sends slugs showing fins on base which were turned over slightly as the slug was pushed out of the mold. The letter reads: "I set the back knife as close as possible to the back of the mold and still the fin or turned over edge appears. What can I do to remedy the trouble? The jerking of the first elevator was corrected according to the plan you suggested last month. I found the high spots on the cam and smoothed them down with a file. The elevator now descends without the least jerk."

Answer.— It is evident from the appearance of the bottom of the slug that the edges of the mold body and cap have been rounded off. Perhaps the mold has been scraped with a harder instrument than brass rule, and possibly it has been rubbed with emery cloth. It is useless to attempt to remove the fin with the back knife, especially if the mold be warped or the edges rounded off. We advise you to send the mold to the Mergenthaler Linotype Company, advising that company of its condition. It may be possible to lessen the trouble by grinding mold if the rounded edges are not too extensive, and if the mold is warped it is possible to straighten it.

Defective Matrices Make Imperfect Slugs

A press proof is submitted of slugs that show imperfect letters. Almost all characters have a circular outline. The following letters were imperfect in the print: b, c, h, p and r. Several other characters also showed some slight imperfections which might be attributed to the lack of tension of pot lever spring. The letter reads: "Enclosed is a form made ready in which the lower case c and the lower case r do not show up. Do you suppose this is in the matrices?"

Answer.— We suggest that you secure a cast of each group of characters on a separate slug and do not allow the matrices to distribute until you have secured a proof from the slug. The proof will show the position of the defective character, which then can be removed. Examine each suspected matrix with an enlarging glass or pocket magnifier. The defect in the wall can not be readily corrected, especially if the wall is bruised into the matrix. Of course you will see the necessity of removing the defective characters, as the damaged condition of these matrices may lead to further damage to other matrices. Deflection of side walls of matrices occurs where the spaceband sleeve is not kept polished, or where it may be rounded off. We believe that the spacebands should be polished in graphite on a smooth pine or basswood board, always rubbing the band lengthwise to the grain of the wood; in no instance should the sleeve be rubbed sidewise or with a rotary motion. The object of this care is to prevent the edge of the sleeve and wedge from becoming rounded, which condition if present would permit the entrance of metal between matrix sleeve and wall of matrix and perhaps allow a lump of metal to form on sleeve of spaceband at point adjacent to matrix wall. Short lines casting is another way in which the walls of matrices are damaged. Operators should be cautioned against the practice of sending away loose lines. It is quite possible that you will be able to locate the cause by making a test cast of every character affected, by groups as stated before. In some shops a cast is made weekly of each lower case character, and matrices showing hair lines or other defects are thrown out. This practice prevents the deterioration of matrices, as the damaged characters are soon discovered. Examine pot lever spring. If it yields much more than one-sixteenth inch when pot locks up to cast, increase stress by turning back on eye bolt nut.

Assembler Slide Vibrates

An Iowa publisher writes: "We have a Model 15 linotype in use about four years and are unable to stop the vibration of the matrices against the star wheel while in the assembler. Can it be that we do not know the proper adjustment? We have tried new star wheels and also all sorts of adjustments on the brake adjusting screw but seem to get nowhere. Have also been unable to locate the matrix detaining plates on the elevator as referred to in 'The Mechanism of the Linotype,' as we thought replacing them might in some way remedy our troubles."

Answer.—The following may be mentioned as causes: worn corners on assembler slide facing (D-1459). If corners appear worn remove and turn an unused corner so that it will bite the slide. A weak brake spring will also give the same trouble. Oily slide will be another cause; the slide must be clean. Having the adjusting screw in brake lever set too far up will be another cause. Set the screw to give a slight clearance. It would be well to see if any of these conditions are present. The matrix detaining plates (D-100 and D-433 or D-577) will be found on the right end of the assembling elevator. The function of these plates is to hold the lower lugs of matrices in the elevator when it is raised above the star wheel. The detaining plates can scarcely be involved where the assembler slide vibrates.

Damage to Matrix Lugs Not Always Due to Overset Lines

An Illinois operator asks if overset lines are the only cause of damage to the lower front and back lugs of matrices. He mentions an instance where mold disk not advancing proper distance was the cause of damaged matrices.

Answer.—The occurrence you describe does occasionally arise, but it is rare. To test the space between mold and vise jaw so that you can tell when to adjust the eccentric pin in mold slide lever roll you may proceed about as follows: (1) Close vise jaws and start machine (without line). (2) Stop machine the moment first elevator reaches vise cap. Insert a folded strip of news print between the mold and vise jaw. (3) Draw out the lever again and shut off just as the disk moves onto the locking studs. Now raise the first elevator about six inches by hand and place a piece of furniture or

any other suitable material to hold it elevated. Observe how close the mold is to the jaw. There should be just room for the two pieces of print paper. If there is more space, adjust by eccentric pin and tighten lock nut before making observations again, as the eccentric pin should be tight when test is made.

Clutch Does Not Release Quickly Enough

A New York operator writes in part as follows: "I took out the paper packing in the clutch leathers. By taking out all the paper the clutch would slip and wouldn't turn machine over, so I put back some of the paper so the clutch would work. I had pulley off but there was some oil on the shaft so I cleaned shaft with gasoline, oiled and replaced it. When the second elevator does stop on its upward movement it comes about six inches from lining up with the bar and will not stop below so matrices can be changed. In some cases it doesn't stop at all and the fonts get wrong before the machine comes to a stop. Of course the machine stops all right at neutral. When I pushed the lever in to stop machine as second elevator went up I watched the clutch release. It did release, but the cams still turned for a short distance. Can it be that the mold disk turning shaft brake is loose or worn?"

Answer.— We believe that you will have better results by leaving the paper packing off and by increasing the stress of the clutch spring. Take it out and stretch it at least one inch. The mold disk turning shaft is at a standing position when the second elevator is on its upward movement, hence the brake being loose or worn would have no effect. If the mold disk ends its ¼ and ¾ movement with a jerk and causes the gears to chatter, it will indicate that the brake needs tightening.

WHY THE FORTY-FOUR HOUR WEEK?

BY A UNION MEMBER

THIS article is by a union man who has weathered two strikes during fourteen years of continuous membership, and these views are not exclusively the writer's own, but are the opinions and general sentiments of a number of fellow printshop employees. First: I believe in unions and their principles. Let no one doubt that statement, as I have worked "under cover" in many shops during my touring days and have been let out more than once owing to the decoration of my coat lapel.

I have held all the offices in the local union to which I was attached, and at one time served as a delegate to an international convention. I demand and purchase union made goods whenever possible. I am still a union man and hope to continue as one for many days to come, as I feel that I owe much to unionism.

But what seems to have come over our crafts here of late?

It appears, that unless the forty-four hour week is granted, a nation wide strike, affecting all the allied printing trades, will be called May 1. And just why this forty-four hour week? Perhaps the writer (a common ink slinger, by the way) is dense or behind the times, but if such is the case, he has lots of company. Many compositors, pressmen and feeders had not given serious thought to this proposed legislation until a short time ago when the clouds began to gather, and all are of the same opinion — that is, that this measure has in a manner been railroaded through.

Many of them claim it was enacted while they were overseas or in camp. Any way, it looks like bolshevism to them and they are wondering why they did not have a vote on the question. They, and the writer, are not students of political economy and are not prepared to debate the question of forty-four hours statistically, but all can see that if the program as constructed is carried out, it means a long and bitter struggle, and to many of us it spells defeat.

Public opinion is for the eight hour day, and the sympathy of the public is with any and all movements, organized and otherwise, to better working conditions and maintain high standards of living, but public opinion will give scant encouragement and no support to this threatened strike for the forty-four hour week.

It is all wrong and unnecessary, and impracticable.

This nation, in the matter of production, is not prepared for the forty-four hour basis in any industry. At the present time in the printing industry, hundreds of shops are required to work considerable overtime on the forty-eight hour schedule; what, then, will be the overtime pay roll with a forty-four hour week? Ask any employer if he turns over any labor capital from overtime.

Even acceding to the argument that production can be speeded up to accomplish the same results in forty-four hours as the forty-eight hour week produces, is it not reasonable and common sense to consider the effect of such speeding up on the human machine?

If the forty-four hour week materializes who will bear the brunt of the additional load? The answer is, the pressroom and the pressman. The average present day pressroom foreman is a bundle of raw nerves due to the ever increasing automatic machinery and the cost and efficiency systems already in operation, and he can be likened to the proverbial camel and its last straw.

And a word about conditions: The printing industry can not be held up as the "horrible example" by the spellbinding soapboxer. Its employees are crafsmen and artists who must possess a little intelligence above the average trade worker, and they are forever seeking methods and knowledge, that each may become a master in his particular branch. Most of the employers, too, are fair and honest, and treat their employees as human beings. With few exceptions the employers have worked at the same cases and have fed the same presses, and the pay envelope has meant the same to them as it does to us.

The past four years have done much to place wages on a plane befitting the character of the work.

In the same period the unions have done little toward organizing, and there has been little label agitation, and today we find more open shops than ever. Many of the men holding cards in unions affiliated in the printing trades are incompetent and were conditions back to prewar standards they would find it a difficult task to hold down a steady job.

But to get back to the subject: It is time to wake up and take stock. Many of us would be far more satisfied to have the present forty-eight hour week adhered to, and, in the face of wage reductions that are so universal in other lines, keep our present scales from tumbling, and forget the forty-four hour week, as it means trouble.

This is not a plea for the shop owner; it is an appeal for ourselves and organized trades. Let us demand a referendum vote on this question and get the sentiment of the rank and file. The writer and all others who wish to see fair play and have a voice in the matter will abide by the decision of the vote.

I believe there are many who will concur in my remarks and hope this matter will be settled peacefully and with satisfaction to all. It will be no disgrace or dishonor to admit that the forty-four hour week enforcement is not practicable, neither will it be a victory for the employers. The brave man and the strong is he who can acknowledge his error; to him belongs the victory.

The writer is just a plain, ordinary union pressman, the breadwinner for a little family, and is perfectly happy among the old type grinders all day; but he knows that a strike is war, and Sherman said the rest.

EXAMPLES OF WORK BY

BERTSCH & COOPER

CHICAGO



A GROUP OF DESIGNERS, TYPOGRAPHERS,
PAINTERS, ILLUSTRATORS, PHOTOGRAPHERS AND
KINDRED CRAFTSMEN
WORKING TOGETHER TO COMPOUND FROM
A COMPLEXITY OF PARTS,
SIMPLE, BEAUTIFUL AND EFFICIENT
PRINTED FORMS

FRED S. BERTSCH, OSWALD COOPER,
BERNHARDT A. KLEBOE, EDWIN B. GILLESPIE, ALFRED F. PLATE,
JOSEPH G. CHENOWETH, J. JEFFREY GRANT,
RAYMOND F. DABOLL, GEORGE H. LERNER, CHARLES C. FARLEY,
HAROLD M. PLAYER, RALPH E. POWER,
CHARLES F. POPPELBAUM, FRANK W. RAYMOND, WILFRED C. GILLIES,
BELLE McALPINE, JOHN A. JOHNSON, ROBT. STEFANSKI

Set in Cooper Oldstyle, designed by Oswald Cooper

Choice Editions of Standard Authors

OUR Fine Binding Room is now showing the finest editions procurable of standard English and American authors.

They include many out-of-print Books of unusual interest to book-lovers, and also Books not readily obtainable, as well as single volumes, small two and three volume sets and the more extended sets.

There are finely-bound, authoritative editions of the poets in single volumes, in half and full leather. Also essays, Books on art, history, biography and other subjects—in fact, variety enough to satisfy the desire of the most fastidious.

The wide diversity of our stock of these Books must be examined to be appreciated. We extend a cordial welcome to every one in search of worthy and beautiful gifts to visit this extremely interesting collection.

Book Section—Third Floor

MARSHALL FIELD & COMPANY

Courtesy Marshall Field & Company

Butler AND PAPER

FOR MORE than three-quarters of a century the name of BUTLER has meant "*Better Paper*" to every man who knows paper and its commercial or industrial use. Today the Butler Paper Corporations, greater and better equipped than ever before, offers the paper-user, great or small, the fullest advantage of its unequalled resources.

BUTLER PAPER CORPORATIONS

New York · Chicago · San Francisco

BUTLER PAPER · Paper · IS BETTER PAPER

Established 1844

Courtesy Butler Paper Corps. and Wm. H. Rankin Co.

Dignity and beauty are here secured with type and ornament alone. The newspaper advertisement at the left expresses the character of the merchandise. Naive as the advertisement for the Butler Paper Corporations is, it can be produced only by an intricate typographic process. Each succeeding step must be made with precision, following a nicely conceived plan.

One INCH Firing Surface

Leaping the gap to right and left, sparks hiss from the *one inch firing surface* in Fyrac, and fall upon another inch of stout wire, made to live long.

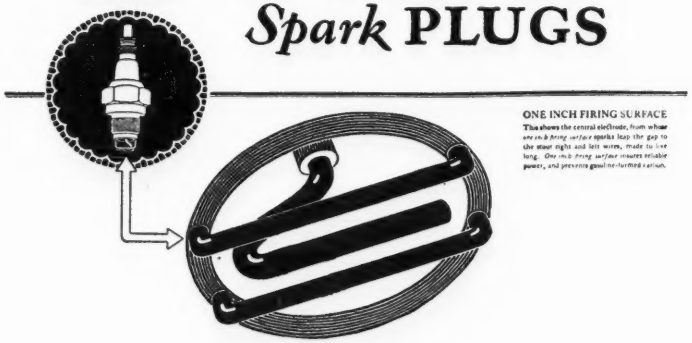
This inch of jumping fire instantly explodes every particle of gasoline, so that the car is controlled easily, and *gasoline-formed* carbon is impossible.

Because the sparks that flash from the *one inch firing surface* do not fall upon a one-point wire, but blaze evenly upon an inch of surpassingly durable wire, every point of this wire need withstand only a tiny fraction of the shock that shrivels the solitary point in the ordinary plug.

FYRAC MANUFACTURING CO., *Rockford, Ill.*
Export Department, Werner & Butts, 336 Whitehall Building, New York, U. S. A.
Canadian Department, Campbell Agencies, 350 McKinnon Building, Toronto, Canada

Durable

FYRAC *Spark* PLUGS



ONE INCH FIRING SURFACE
This shows the central electrode, from whose *one inch firing surface* sparks leap the gap to the stout right and left wires, made to live long. *One inch firing surface* insures reliable power, and prevents gasoline-fuelled carbon.

Courtesy Fyrac Manufacturing Company

REAFFIRMING AN OLD POLICY

NOWHERE in the world is competition more keen than among Chicago stores. This competition always is of such a nature as to keep prices of all merchandise at the lowest possible level.

Constantly increasing costs during the past few years prompts us at this time to publicly reaffirm an old, established policy of this business, which has been always strictly adhered to. We have always endeavored to maintain lines of staple merchandise of most dependable qualities in all departments of our business, at very low prices.

The size of our organization, its influence on markets and manufacturers, and our own large manufacturing activities are proof of our strength and capacity to lend force to this policy.

By our entrance into manufacture on a large scale we have either improved qualities for the same money or reduced prices.

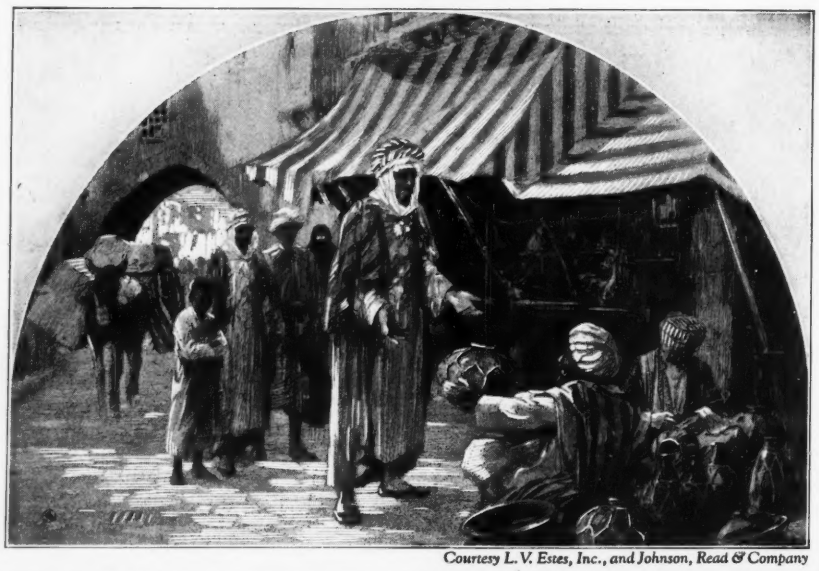
Our buyers are always—and particularly so today—combing the markets carefully to get the closest prices we can, with due regard for qualities.

In conformity with this policy, you will now find in all of our departments staple merchandise at the lowest prices that, compared with costs, we have ever offered.

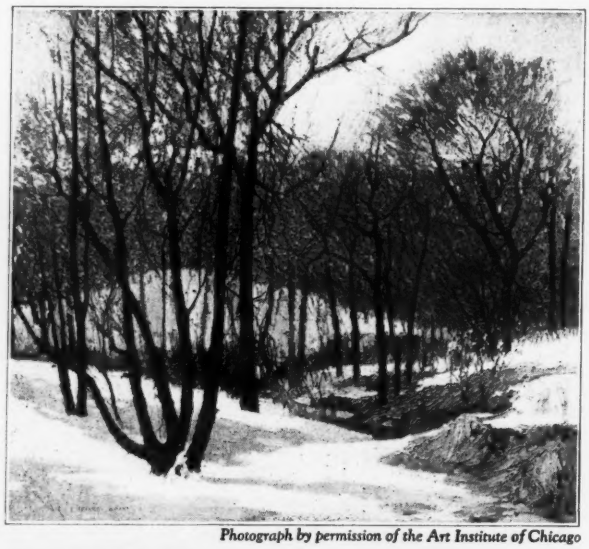
MARSHALL FIELD & COMPANY

Courtesy Marshall Field & Company

The brilliancy of this Fyrac advertisement sparkles through a series of newspaper insertions varying in size, proportion and arrangement but conforming closely to a style dictated by the designer. It is comparatively easy to be fastidious in a campaign, but it is a stupendous task to hold steadfastly to ideals of form and plan, the daily torrent of copy incident to modern retail merchandising.



Courtesy L. V. Estes, Inc., and Johnson, Read & Company



Photograph by permission of the Art Institute of Chicago



Courtesy Orange-Crush Company and McJunkin Advertising Company





Courtesy American Face Brick Association and the George L. Dyer Company

The production of the modern advertisement requires the co-ordination of many arts. These illustrations by J. Jeffrey Grant uncover the stories retold in the texts and get attention to the telling of them.



Courtesy The Royal Tailors

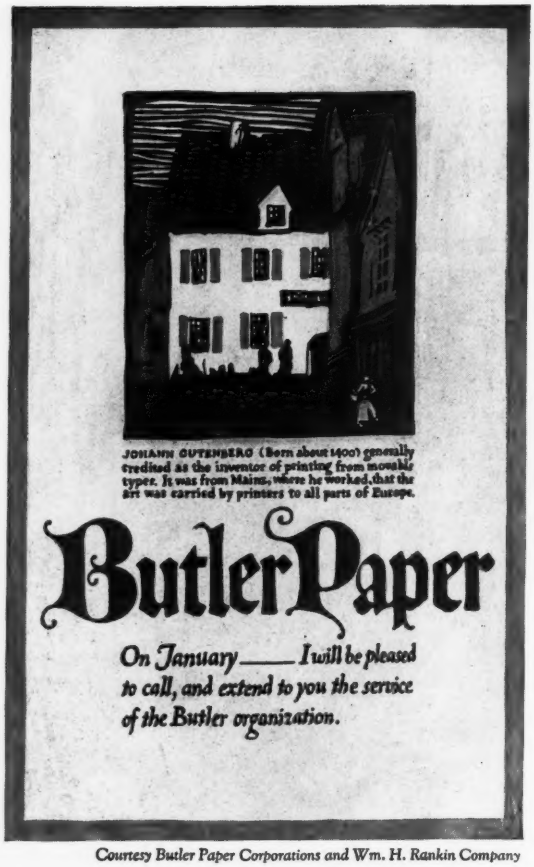


Courtesy The Cheney Talking Machine Company



Courtesy Hartmann Trunk Company and Wm. H. Rankin Company

As the completed advertising design often is the combined work of several talented men, each unit demands the intelligence and craft developed by years of study and experience. Joseph Chenoweth, who painted the pictures on this page, is so qualified. His paintings always tell a story—sometimes with graceful humor.



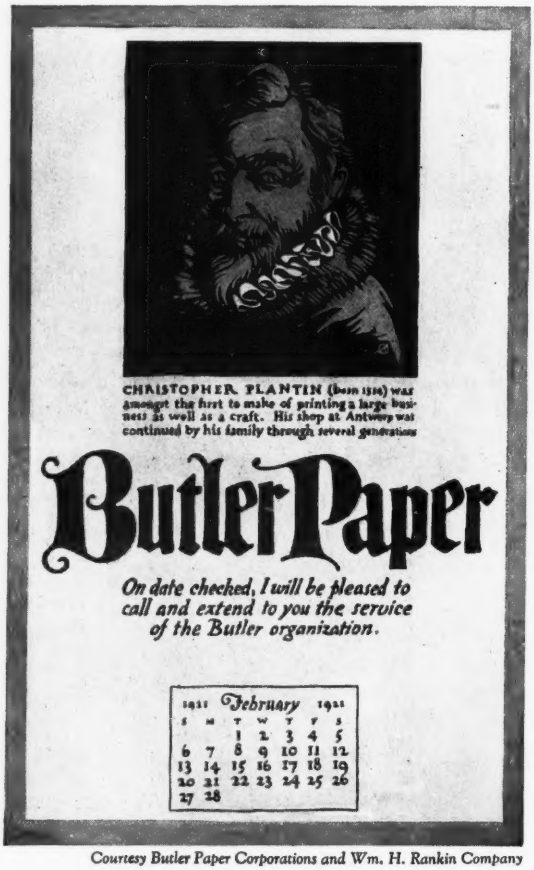


Above and at lower left are two prints from engravings on wood. It is an art that has almost "passed out," its charm and beauty are all but forgotten. Mr. Kleboe finds time for this painstaking work and to make energetic study of ways and means, both ancient and modern, to translate the thoughts expressed in the text of the advertisement or the book page. His choice of handling reveals his appreciation of style.

Courtesy Butler Paper Corporations and Wm. H. Rankin Company

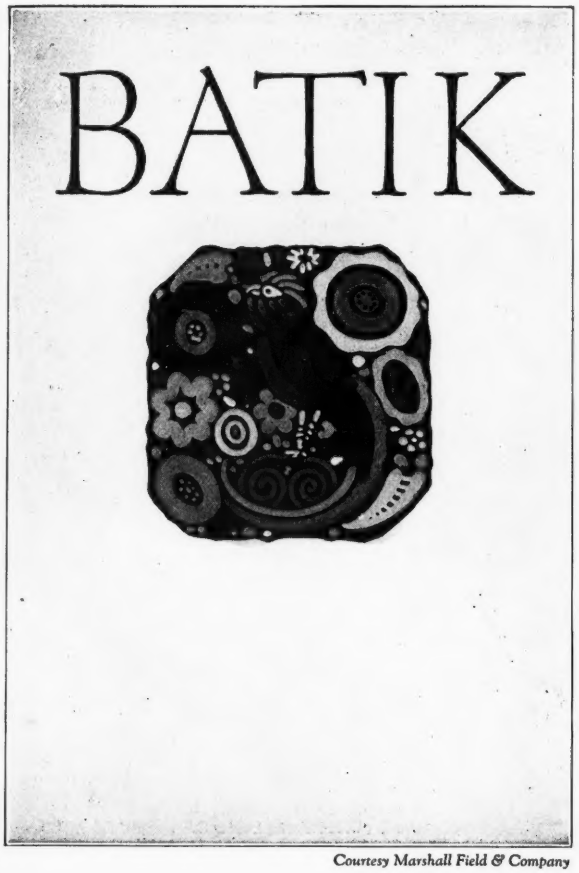
The two salesmen's advance cards were designed by Mr. Kleboe. It is interesting to compare the wood engraving with this pen technique simulating the woodcut. This style fits nicely the commodity, suggests the traditions of the business and the quality of the merchandise.



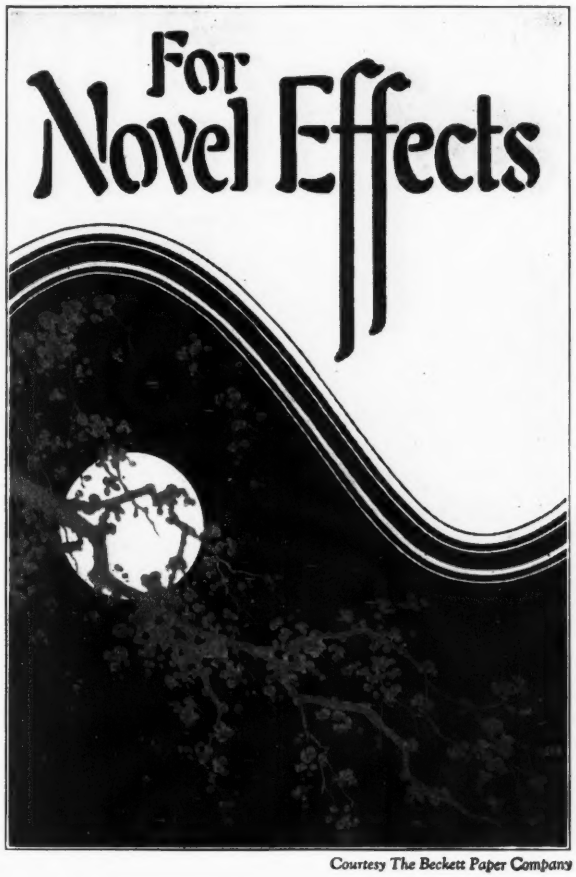


Courtesy Butler Paper Corporations and Wm. H. Rankin Company

Bernhardt A. Kleboe, long with Bertsch & Cooper, is not only a designer of things printed, with knowledge of typography, its tradition and history, but a man of many parts, a facile workman in the graphic arts.



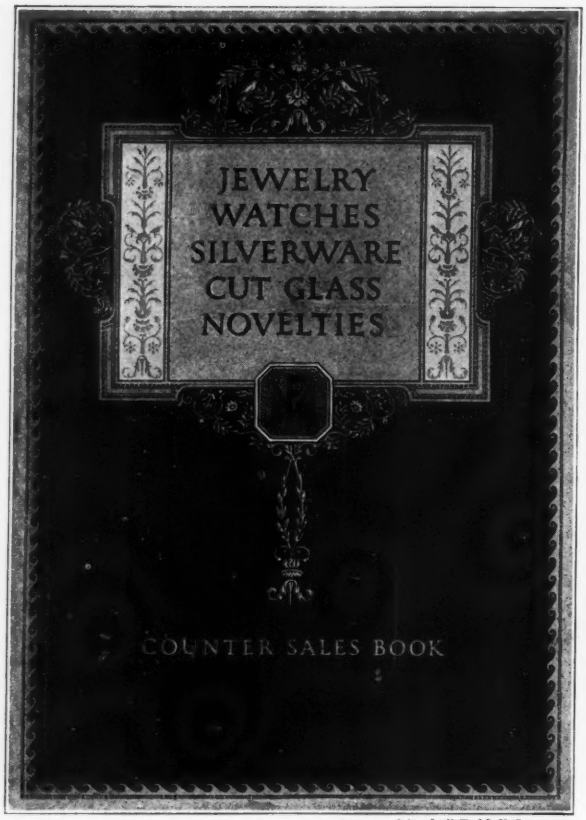
Courtesy Marshall Field & Company



Courtesy The Beckett Paper Company



The book cover and the folder front at the top of this page are by Alfred F. Plate, who specializes in cover and border designing. And his knowledge of typography is daily used in solving complex problems of layout and directing the execution of his plans. The illustration in opaque is by Frank W. Raymond, who paints a persuasive picture.



Courtesy Marshall Field & Company



Courtesy W. R. Pickering Lumber Company and Robert H. Brooks



Courtesy A. W. Shaw Company and Williams & Cunnyngham

A book cover design, an illustration in transparent wash and a "dry brush" drawing by Raymond F. DaBoll. These units are not related but are shown to suggest the range of the man. Thinking always in terms typographic whether it be a book page or an advertisement, he is able to plan the whole, or execute well any one of the parts of his layout.

JOB COMPOSITION

BY J. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

MASTER TYPOGRAPHERS OF TODAY. III.— LOUIS A. BRAVERMAN

IN an article in *Monotype,* the organ of the Lanston Monotype Machine Company, published on the occasion of the announcement by that company of a new Caslon type face, Everett C. Currier, one of America's foremost designers with type, wrote of Caslon: "It is really hard to overrate the worth of Caslon type. Objections can be found with it, and exceptions may be taken to it, but the type has yet to be made that can match it for all around usefulness, for grace and dignity in high places, and for clearness and neatness in ordinary work. It comes nearer being fool proof in the hands of the bungling typo and the venturesome compositor than almost any other type that can be mentioned. Of this type it can be said that, if all other English types were suddenly to disappear from the face of the earth, it could successfully bear alone the burden of modern print.

"The printing industry will have made a tremendous stride forward in efficiency (it is not always necessary to explain a good type face in terms of art!) when it has grasped the idea of intensive cultivation—of making a limited number of faces serve all general uses — of making the five alphabets of a single good book face cover the entire ground. This is the absolute secret of good typography, at a profit, under modern conditions — and under conditions of any period."



L. A. Braverman.

Now read what is said by Louis A. Braverman, typographic designer for the Caslon Press, Toledo, Ohio, who has developed the use of Caslon as far as any one — and farther than any except a limited few, among whom Marchbanks must be prominently mentioned:

"I like Caslon type best. For all around work I do not believe there is a type face that can be used to such advantage as Caslon. I believe that better typography could be had if printers would select one or two type faces and make a thorough study of their possibilities and their limitations. I have worked with the Caslon type face for fifteen years and have yet to learn more than I already know of its possibilities. I use Bookman, Scotch Roman, Bodoni and Kennerley occasionally, but Caslon is my standby."

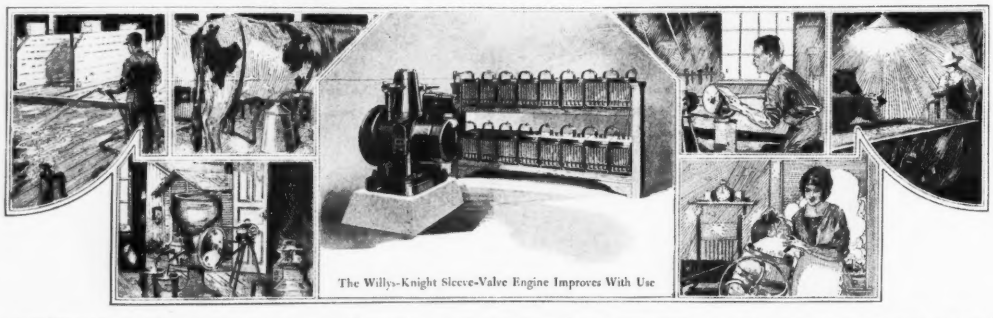
Braverman accomplishes what Currier says is possible with the Caslon type face. To the unknowing or the skeptical, it would seem impossible to give an advertising broadside that forcefulness of appearance, that "punch" that is so essential in gripping attention. The first thought would be a bold face type — it would be the one most generally adopted. But Braverman knows there are things that grip attention as well as blackness. He knows that beauty of effect has power, that white space has power, that size has power, that color has power. Consider the possibilities of Caslon in broadside composition as demonstrated by Braverman on the inside spread of the folder reproduced at the top of the next page. The original size of the sheet was 19⅞ by 15¼ inches, the size of the body type was 14 point. Caslon, light face that it is, has some "heft" in that size and we will have to admit that it fills the bill here. Braverman, moreover, will go to the other extreme and get up a business or professional card with Caslon that leaves nothing to be desired, far more beautiful in effect than any that could be gotten out of the minion of faces that attempt to make printed work look like engraved work. Between these extremes — for folders, book pages, programs, titles and covers — Braverman does not feel the need of other styles, although on occasions he uses them with telling effect for the sake of variety and "color," as on the circular for the Hampshire Paper Company, a masterpiece of the Colonial style, and the program for the musicale, both of which are shown at the top of page 67.

The larger lesson to be learned from what Mr. Currier has said, and what Braverman has said and done, is not that Caslon is the type face pre-eminent, as undoubtedly it is; the lesson is, rather, that we should adopt one or two good faces, study their uses and limitations — how they may be used with most telling effect — and confine our work to them. As has been said by Mr. Currier in the quotation from his article made at

Solve Your Own Labor Problem With

WILLYS LIGHT

THE PRACTICAL ELECTRIC LIGHT & POWER PLANT



The Willys-Knight Sleeve-Valve Engine Improves With Use

EVERYWHERE on American farms today, there is a grave shortage of labor. Farms are being abandoned. The young boys and girls of the farm are flocking to the cities and are being followed by their elders.

Increased city wages is one reason. Increased comfort and convenience another.

The result will soon be apparent in a scarcity of farm products and higher prices paid to those farmers who remain.

Your opportunity is here if you increase your production. To do this, you must increase your own efficiency and WILLYS LIGHT will help you.

On the average farm from twenty-five to thirty hours a week are spent in doing the ordinary daily chores and in preparing farm products for the market.

Electric power will do your work in one-fourth the time, better and of course with no physical effort.

With WILLYS LIGHT all your lighting is done without an open flame. No matches are required and fire hazard is reduced to the minimum. Should a fire occur, running water under pressure is available to fight it.

Think of its convenience. Power at your finger tips any place on the farm, always handy, always helpful.

Power separating saves half the butter fat. Power churning makes better butter. Power washing saves clothes, toil and time.

WILLYS LIGHT will provide power for the thousand-and-one monotonous daily tasks.

WILLYS LIGHT will save 1,000 hours a year equal to one hundred working days of ten hours each. These one hundred days of time are easily worth $500.00 in labor value, and in products value many times that amount. WILLYS LIGHT may easily be the means of turning a loss on the year's work into a handsome profit.

WILLYS LIGHT will attract and hold any farm labor that is in the community.

WILLYS LIGHT will keep your children on the farm.

WILLYS LIGHT will pay its way and make you a profit.

WILLYS LIGHT DIVISION, ELECTRIC AUTO-LITE CORPORATION

TOLEDO, OHIO, U. S. A.

the outset, there is sufficient opportunity for variety in the five alphabets — lower case of roman, small capitals of roman, capitals of roman, lower case of italic and capitals of italic — of a good book face for every practical, or even desirable, purpose.

It is hoped readers will study Mr. Braverman's work, as shown in these pages, with this idea in view. We have endeavored to show as great a variety of forms as space will permit for that purpose, and if Mr. Braverman's work and our setting it before the attention of our readers will impress indelibly upon the mind the fact that a multiplicity of type faces is not necessary to variety, either in treatment or in kind of product, much will have been accomplished. As to the quality of the work there are few who will now insist that a multiplicity of faces is anything but a danger.

It is, however, the essential purpose of this series of articles to acquaint readers with the experiences and personalities of those men whose work has been set before them as admirable and worthy of study.

We are not surprised to learn, in view of the portrait of Mr. Braverman which appears on the opening page, that he is a young man. It will be several months before he celebrates his thirty-second birthday; he was born in Boston on July 25, 1889.

THRIFT

When You Place Your

AUTOMOBILE INSURANCE

with the

MANUFACTURERS' CASUALTY INSURANCE COMPANY

of Philadelphia, Pa., you practise

THRIFT

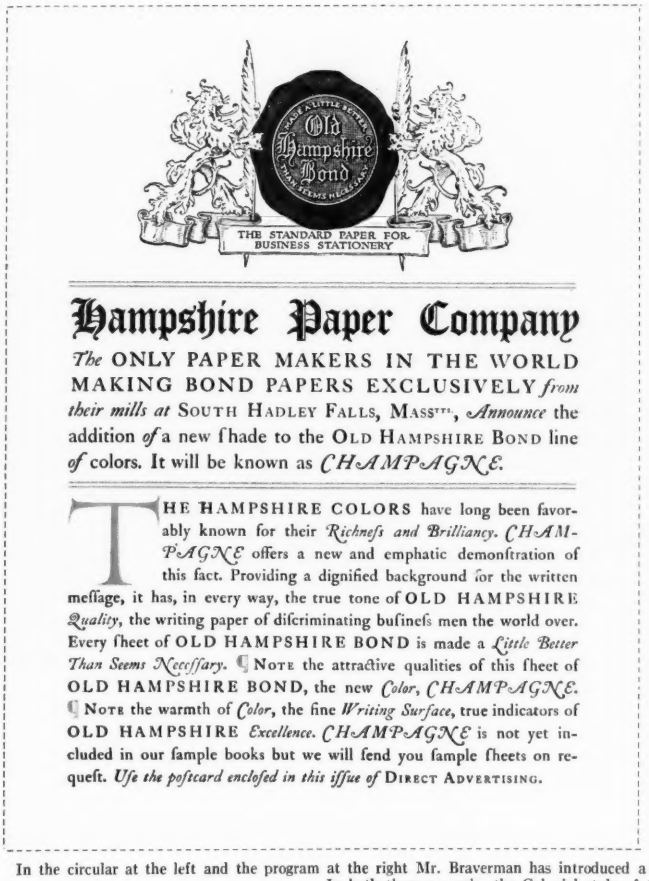
10% to 20% saving

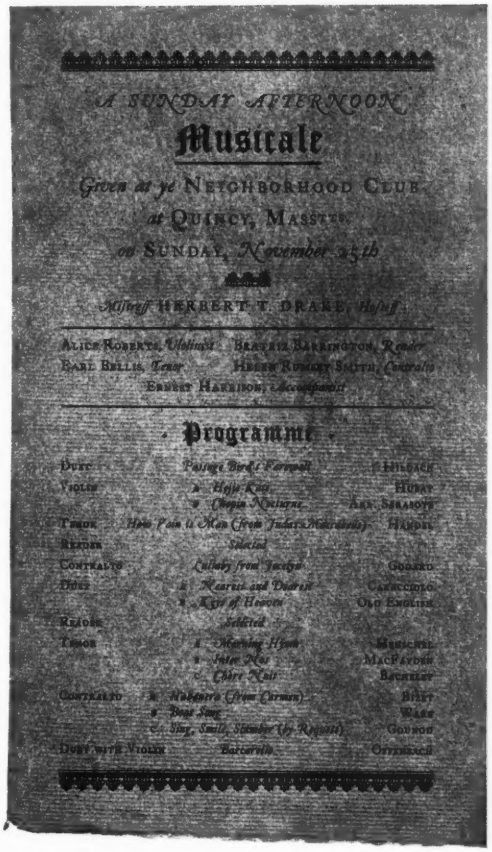
Its contract presents the last word in Automobile Insurance

Above, the inside spread of a large broadside and, below, the cover of a 3 by 6 inch booklet, both given satisfactory treatment by the use of Caslon. Mr. Braverman proves the claims of versatility made for Caslon by writers on typography.

Concerning his introduction to the printing craft, Braverman writes interestingly as follows: "My entry into the printing business was accidental. While attending school I was given the option of attending one morning every week a class in clay modeling, carpentry or printing. I thought at that time I should like to play with hammer and nails, and so informed the teacher that I wanted to join the class in carpentry. My teacher, however, thought I would make a better printer than a carpenter and instructed me to attend the class in printing.

"It was at the North Bennett Industrial School, Boston, that I got the first smell of printers' ink. It was there that I was introduced to the 'type louse.' It was there that the mysteries of printing were revealed to me. I was fascinated by the type cases. The fact that each letter was in a separate box and that each piece of type had to be handled separately was astonishing to me. I soon





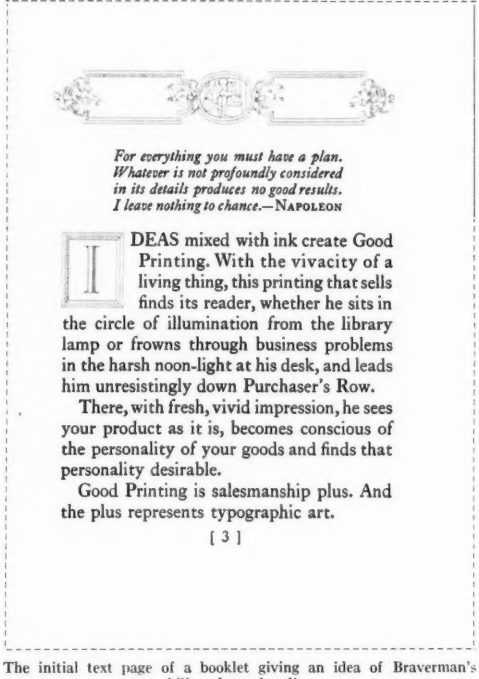
In the circular at the left and the program at the right Mr. Braverman has introduced a line of Caslon Text for the variety and decorative value it gives. In both these examples the Colonial style of typography is the motif.

got over my strangeness, however, and not long after my initiation I was printing my name, using an 8 by 12 inch press operated by foot power."

That the influence of environment is great upon the budding craftsman, and that he will in the great majority of cases turn out to be just the kind of workman as the one under whom he got his first impressions, is again proved in the case of Mr. Braverman. His apprenticeship was served under no less a personage in the printing craft than D. B. Updike, of Boston, whom Mr. Braverman characterizes as "the greatest living typographer."

After spending six years with Mr. Updike, Braverman went to the Heintzemann Press, Boston, as a compositor, but he was shortly made foreman of the composing room and within six months after that superintendent of the entire plant. It was while he was with the Heintzemann Press that Mr. Braverman contributed most regularly to THE INLAND PRINTER.

After he had been with the Heintzemann Press for two years Braverman bought an interest in the business, which he sold after he had been there four years, to take the position of superintendent and typographic designer with the Dando Company, of Philadelphia. After a year here Braverman went back to Boston to enter business for himself. He says, "I failed to make a 'boss' printer and went to the Ronalds Press, Montreal, Canada, as typographic designer. I didn't like the climate or the city and so, after six months, I came to the Press."



For everything you must have a plan. Whatever is not profoundly considered in its details produces no good results. I leave nothing to chance.—NAPOLEON

IDEAS mixed with ink create Good Printing. With the vivacity of a living thing, this printing that sells finds its reader, whether he sits in the circle of illumination from the library lamp or frowns through business problems in the harsh noon-light at his desk, and leads him unresistingly down Purchaser's Row.

There, with fresh, vivid impression, he sees your product as it is, becomes conscious of the personality of your goods and finds that personality desirable.

Good Printing is salesmanship plus. And the plus represents typographic art.

[3]

The initial text page of a booklet giving an idea of Braverman's ability along that line.

In telling us about his work and about his ideals, Mr. Braverman gives some mighty good advice to those who are ambitious of accomplishment in our most interesting craft. We can do no better than repeat the advice in Mr. Braverman's own words:

"The success that I have had in the printing business I owe mostly to my first employer and friend, D. B. Updike. I was very fortunate in having my early training under his supervision. He taught me the value of good work and the joy of creating it. He encouraged me to read the history of printing and to emulate the early masters. He taught me the fundamental principles of good typography.

"Studying the history of printing was a fascinating diversion, but emulating the early masters — well, that's a different matter. I'm still trying.

"In my work I always try to so create the physical appearance of every piece of printed matter that it will achieve the purpose for which it was intended. This, to my mind, is the all important function of good typography. It should be a useful element in making a piece of printed matter effective. It should be a means to an end rather than, as too often it seems, an end in itself.

WHAT IS WORK, ANYWAY?

This is not the heyday of the grasshopper and the sluggard. If either still persists, which is improbable, the grasshopper must be lightly dancing and the sluggard must be heavily sleeping far from earshot and eyesight. For ours is primarily a day of workers. We work uninterruptedly, we work obtrusively, we work vociferously.

Work is in the air, virtually inescapable, though we are not all charged with dynamic force, we are not all possessed with genius which must be provided with a way out, we were not



Published by WILLYS LIGHT DIVISION — ELECTRIC AUTO-LITE CORPORATION

Willys Light

SALES FACTS

FOR THE WILLYS LIGHT FIELD ORGANIZATION

VOL. I — *Toledo, Ohio,* JANUARY 15, 1921 — No. 9

Announcing the High Voltage Club

Every Dealer, Sub-Dealer and Salesman Eligible for Membership

FOR the purpose of giving due recognition to the achievements of Willys Light selling representatives, we have inaugurated a sales club to be known as The High Voltage Club. No greater selling honor can accrue to a dealer, sub-dealer or salesman than to qualify as a member of the select group who will go to make up this club. The club will be a yearly affair and the conditions governing are detailed below:

1. Every dealer, sub-dealer and salesman is eligible to membership.

2. The unit of sale will be termed "Volts." A volt will be equivalent to $10.00 of gross business. Thus on the sale of a Model L-2 at $695.00 the dealer would receive a credit of 69.5 volts. Twenty-five hundred volts when credited to one individual will constitute a membership.

3. The club year will extend from January 1st to December 31st, 1921, inclusive. All orders secured during this period and on which factory is supplied with bona fide copies and serial numbers will be counted. Copies of orders should be supplied factory through distributor at time taken. Serial number must be provided by having purchaser mail factory "Request for Guaranty Card," form No. 982 WL, attached to each engine-generator. Credit will be given only on orders the serial numbers for which are supplied factory prior to March 1, 1922.

4. Orders will be credited to salesman whose signature appears thereon. Credit will always follow commission division, thus in the case of a partnership or of assistance by a closing salesman the volt credit will be divided as may be indicated on the back of factory copy of customer's order. The division of credit as may be indicated on back of order must be okehed by distributor. No orders will be credited unless distributor's okeh appears thereon.

5. The club presidency will go to the member securing the greatest number of volts. The offices of vice-president, secretary and treasurer will be awarded to the three club members next in order. The next ten highest producers in the Club will be elected directors.

6. Every Club member will be brought to Toledo for yearly convention, with all expenses paid. Further recognition will be given in the form of a practical souvenir.

7. Toledo records to govern in every case.

Make up your mind right now to qualify as a "High Volter." Resolve to make at least two calls and demonstrations every working day. Nineteen Twenty-One is going to be Willys Light Year. You can make it *your* year, too.

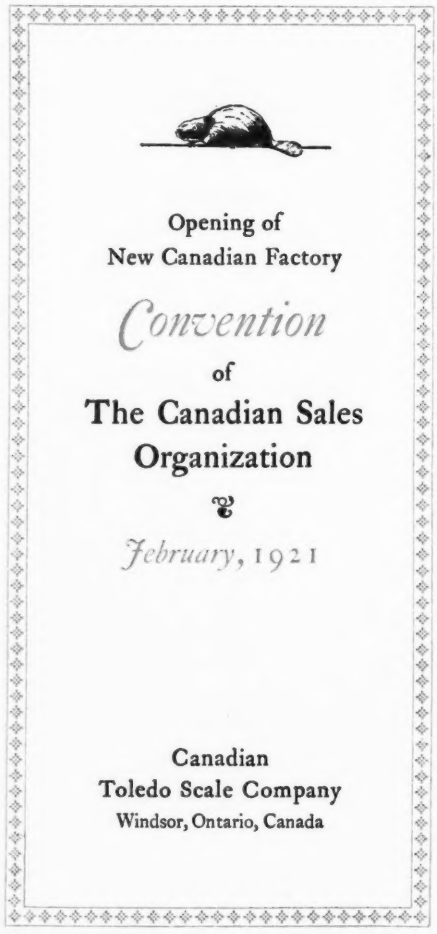
Club for Distributors

The High Tension Club

OF course we're not going to overlook the distributors who play a really important part in the success of any dealer. Close co-operation of distributor with dealer and dealer with distributor is the thing which absolutely insures the success of each in this business. Those distributors who know their dealers' problems and help surmount them always have the best producing organization. By the same token the dealer who gets real co-operation from the distributor but fails to co-operate in return is doomed to drag along with the "lesser lights." With the idea of giving proper recognition to the distributors whose efforts help their dealers attain membership in the High Voltage Club, we have inaugurated another club to be known as the High Tension Club. The conditions of membership are as follows:

1. Only two members of a distributing organization eligible to membership. Membership to be in name of distributing organization and not individuals.

2. Membership to be awarded upon



Opening of
New Canadian Factory

Convention

of

The Canadian Sales Organization

February, 1921

Canadian
Toledo Scale Company
Windsor, Ontario, Canada

At the left the first page of a house-organ done in Caslon in Braverman's characteristic and interesting style and, at the right, a booklet cover wholly in lower case with italic of Caslon also, for the lines printed in color.

"A page of type beautiful to look at is not always good typography, certainly it is not if it does not achieve the purpose for which it was intended. It is not good, either, if it is inappropriate.

"In advertising, good typography is of utmost importance. Good presswork is necessary to produce good advertising. Good paper and good engravings are also necessary; but all the good things in the world will not save a poor job of typesetting. Good typography is the foundation of the advertising structure and if the typography is permitted to be poor the structure itself is bound to topple over. [Remarkable thought, well expressed.]

"I like to make my work very simple. I believe that simplicity is one of the most important elements of good typography. I use very little hand lettering or hand drawn borders or other decoration. Like Mr. Updike, who first inspired me with love for good typography, I depend on good type and foundry rules and ornaments for my effects."

all born on Saturday. What is work, really? Is it doing something hard or doing something distasteful? Is it just anything that brings in money, or must it be earning a living? Is it a vocation or an avocation? Is it necessarily manual labor? What do we mean when we say "Work has killed Mary," and the next minute assert "Work has saved Jane"? And finally why, when both Mary and Jane call their employments "slavery," do we onlookers respectfully refer to those ladies' "careers"? Yet when Mary and Jane pridefully mention their careers, why do we lament their slavery?

Work, one must suppose, is a strictly personal matter, depending for its identification on such psychological peculiarities as interpretation, predisposition and habit. To one young gentleman (employed) comes another young gentleman (unemployed). He speaks:

"Say, I'm going in a-swimming, I am. Don't you wish you could? But of course you'd druther work, wouldn't you? Course you would."—*Scribner's Magazine.*

THE PRINTER'S PUBLICITY

BY FRANK L. MARTIN

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

"Press Proof"

A house-organ of so high a quality that the various numbers when gathered under one cover will serve as a text book in direct advertising is the aim of the Meyer Press, printers, of Appleton, Wisconsin, for its new publication, *Press Proof*.

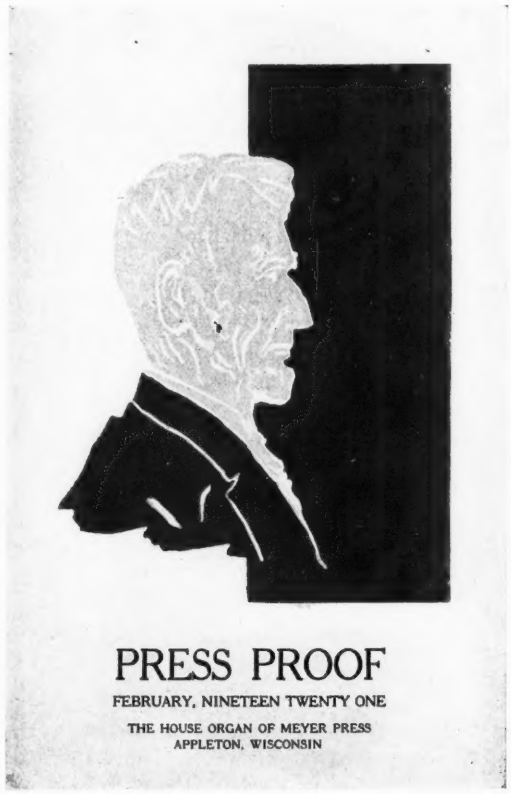


FIG. 1.

"We are trying to make *Press Proof* more than the ordinary house-organ," says this firm. "Each issue will contain constructive articles for users of printing; suggestions that will mean money saved, if followed; ideas that will aid in advertising campaigns. We have planned for future numbers a series of features, which, gathered under one cover, would make a text book for direct advertising."

For those who desire to save their copies of the house-organ the printing company offers the free use of its binding service at the end of each year. All that is necessary is that the back numbers be mailed to the publishers, who will bind them in an attractive cover, free of charge.

We have before us a copy of the February issue, the third number, of this new house-organ, and if the present standard is maintained the publication will be worth saving for those who are in the market for direct advertising. This number contains, as one of the constructive articles referred to, a practical and useful treatment of office forms, showing how to cut their costs. With diagrams and concrete suggestions it deals with the whole question of such forms, and should prove of value to the buyers of printing anywhere. Other brief articles of the same helpful character are published. There can be little doubt of the value of the house-organ to those who receive it, and the Meyer Press should get ample returns from it as an advertising medium.

The appearance of *Press Proof* as a piece of printing is entirely in keeping with the quality of its contents. It is printed on heavy book stock, and there is a dignified, conservative style in the makeup. The cover of the February number with the unusual likeness of Lincoln reproduced here (Fig. 1) is of gray cover stock. Fig. 2 shows the label on the envelope in which the house-organ is sent.

Shop Marks

There is something about a trade mark that lends an intangible value to products of all kinds, and the old established mercantile firm taking pride in the quality of the particular commodity it sells would not think of giving up its trade mark. It is stamped on every article and every piece of advertising matter sent forth. In time it becomes an integral part of the product itself.



FIG. 2.

Why not a more general use of the trade mark in printing products? They are being used by some printers, but the advertising matter that comes to this department indicates that their use is by no means general.

The Rogers Job Print, Plymouth, Massachusetts, has adopted a simple and effective design which it calls its shop mark. The firm introduces it by means of a blotter, reproduced here (Fig. 3). Why the symbol has been adopted and the value it will have is well explained beneath the design.

There is one value to a shop mark of this sort that the average printer possibly may not have thought about. It

serves as a sort of permanent aim for high standard and quality in the printing turned out by the shop using it. Its real purpose is as a mark of quality. Once it is adopted and the symbol goes out with the printing, the printer using it will be inclined to strive, consciously or otherwise, to make his product worthy of it.

Con. P. Curran Printing Company

An attractive booklet has been circulated by the Con. P. Curran Printing Company, of St. Louis, in which use is made of an ingenious method of telling of the big plant's resources and improved equipment. Under the title "If you Owned This Plant," the booklet sets forth in an explicit and convincing way how a large business concern in need of advertising and printing might make use of the Con. P. Curran plant. The message is based on the supposition that the buyer of printing owns the plant, and it then proceeds to tell what the plant can do in the way of quick and serviceable production. Some of the latest mechanical devices installed in the various departments are described and their effect upon the output is explained. The main point stressed at the close of the message is the fact that the resources of the plant are at the command of a limited number of customers at least, just the same as though it were owned individually by each.

Introducing Our Shop Mark



SYMBOLIZING KNOWLEDGE, ART, STUDY AND DEVELOPMENT

This mark is our legal acknowledgment that your order has been filled according to the specifications of the contract.

It is our signature to a work of which we are not ashamed.

It is not a pseudonym. It conceals nothing. It is a frank and open admission that we were the craftsmen who produced the job.

It is like the artist's full name painted on the corner of a picture.

It is like the author's proper name printed on the title-page of a book.

It is like the mason's mark on a cut stone.

It is like the architect's name on the bronze tablet of an important building.

It is like the hallmark on a piece of sterling silver.

It is a sign of respectability.

It symbolizes your preference to deal with an honest house.

ROGERS JOB PRINT

20 Middle St., Plymouth, Mass.

FIG. 3.

There is nothing particularly exceptional or outstanding about the message contained in the booklet, but it is a good example of a practical and convincing advertising talk that should prove to prospective customers that the company is well equipped to take care of their printing needs. There is a definiteness about the message which gives it added value.

Some idea of the pleasing appearance of the booklet may be obtained from the reproduction here of the front cover (Fig. 4). The cover stock is in green. Red is used for the initial letter of the title and for the border around the picture of the plant. The booklet measures up well with the high standard of advertising matter issued by the Con. P. Curran Printing Company. *The Monthly Message,* the company's house-organ, is a well printed and well edited publicity medium.

"The Treasure Chest"

The very last item in the first issue of the new house-organ, *The Treasure Chest*, says:

"Each month we plan to send with *The Treasure Chest* some interesting piece of printing. The insert this month is the holiday greeting card of the Cunard Steamship Company, Ltd. This piece of work, from the original idea to the final distribution, was produced by the Charles Francis Press."

We quote the above because it is characteristic, in a way, of the house-organ itself — an original idea and effective as advertising. *The Treasure Chest,* just starting its career, is published by the Charles Francis Press and the Thomas Dreier Service of New York, and is edited by Thomas Dreier. That the publication will continue to be as interesting as the first number and will be a successful venture for the producers is assured by the fact that Mr. Dreier is the editor. Mr. Dreier, philosopher and excellent writer, no matter whether his subject is advertising, printing or something else, could scarcely produce anything that was not interesting, even if he tried. And to be known as an interesting house-organ, he rightfully contends, is a most valuable asset for such a publication.

The Treasure Chest is of a different type. It is not filled with advertising and printing shop talk. Mainly Mr. Dreier writes human interest stories of life, and the shop talk, in brief form, is sandwiched in, as it were. Every line of the house-organ will be read, and the publication will prove its advertising worth, but this, in our opinion, is due to Mr. Dreier, and unless there are some Thomas Dreiers — speaking from the writing viewpoint — in printing houses over the country, it is our opinion that some caution should be shown before using *The Treasure Chest* as a model.

On the subject of house-organs, the editor gives a valuable hint to printers who are not making use of this sort of medium.



FIG. 4.

"We are publishing *The Treasure Chest,*" he says, "because we know for an absolute certainty that it will bring us much new business which without its help would not come to us at all.

"Business firms whose house-organs have not been edited properly and printed properly have found them so extraordinarily profitable that we would most certainly be neglecting our own interests if we did not publish one of our own.



FIG. 5.

"We also would be neglecting the best interests of our clients if we did not urge them to acquaint themselves with this form of friend making, direct mail advertising which has been developed to such a point that profitable results may practically be guaranteed."

The Treasure Chest is of four pages, 9 by 11 inches, printed on deckle edged antique book stock with a small amount of colorwork. Small cartoons are used effectively.

"Imprint"

Some idea of the far reaching effect of special numbers of house-organs may be gained from the results obtained by a recent number of *Imprint,* the monthly publication of the Hugh Stephens Printing Company, of Jefferson City, Missouri. The Hugh Stephens company is located in the State capital, and the firm does all of the State printing. This year while the General Assembly of the State was in session the company issued a State capitol number of *Imprint,* devoted almost entirely to reproductions of views of the new four million dollar capitol, which the State has just erected, and of historical paintings with which the building is decorated. Don Davis, editor of the magazine, writes thus to this department of the reception of the special number:

"During the entire history of our house-organ we have never had such a gratifying response. People have besieged the office requesting extra copies to send to relatives and friends. Legislators and State officials have written in for extra copies. Business houses, colleges and libraries have requested copies for their files and the State Library Commission has asked for one hundred copies to be distributed to libraries of the State."

There is a movement now on by members of the Legislature to have an edition of the number printed to be distributed and paid for by the State. If this is done this probably will be the first time a house-organ of any kind has ever been honored by such official action.

The house-organ merits the response with which it met. It is exceptionally well printed. There are ten excellent reproductions of the scenes mentioned, one of which is shown here (Fig. 5). The publicity which the printing company is getting through this souvenir edition can be readily expected to more than recompense it in an advertising way for the effort expended in producing the magazine.

The Personnel

It is human nature to have an interest in and a certain curiosity about the person or persons with whom one is dealing. This is true especially with business dealings. It applies not only to the financial rating and responsibility of a firm or the men back of it, but equally to the human or personal side of those making up the personnel of the firm's staff. Probably with a view of capitalizing on this interest as much as anything else there is an increased amount of this personal exploitation in the advertising and publicity matter being sent out by printers.

We reproduce here (Fig. 6) two specimens of advertising of this sort. One of these, issued by the Arrow Company, Philadelphia, tells in a breezy, concise way of Benjamin Franklin (yes, that's his real name), a member of the art staff; how he happened to join the staff, and the high character of work he is doing. It is not an unusual custom to announce in a more or less formal manner the addition of a new member of a firm or staff, but this booklet gives one a real glimpse of the new worker — after he has gone through the pages the reader feels that he really knows the new man.

The other booklet, with the title "Hoo's Hoo," issued by Townley & Kysor, Atlanta, Georgia, is devoted to a personal and business sketch of the life of a member of the firm, Gaston Townley. In connection with the sketch there is a cartoon of Mr. Townley engaged at his favorite pastime, fishing. The booklet, the editor announces in the opening paragraphs, is the first of a series of "scandals on our personnel."



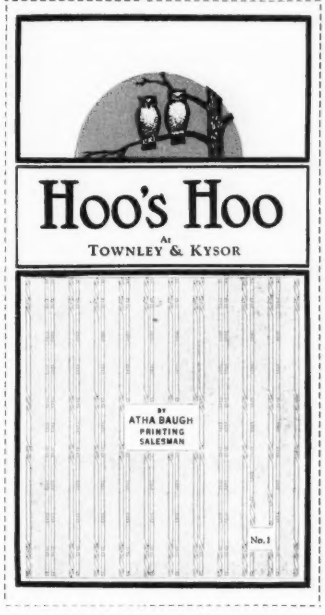


FIG. 6.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES

BY OUR SPECIAL CORRESPONDENT

GREAT BRITAIN

In the Public Reference Library at Bath is a volume recently presented to it, bound in human skin. Only five libraries in the world possess rareties of this nature. It looks like pigskin.

It is calculated that during the eleven months preceding last November 200,000 workpeople in the British printing, paper and kindred trades received a net increase in wages of £118,000 a week.

Recently a printer's apprentice was summoned to the Guildhall, London, to show cause why his indentures should not be cancelled. It was charged that instead of attending to his own duties he wrote blood curdling stories of the "Deadwood Dick" type.

Mrs. Clement Edwards, lately deceased, had been engaged in compiling a system of newspaper clippings covering the whole of the labor and education movement since the great dock strike of 1889, and she had amassed a collection extending to about 2,400 volumes, with index references, amounting to between three and four million clippings.

Basil Blackwell, the Oxford publisher, has acquired the business of the Shakespeare Head Press, at Stratford-on-Avon, whose former owner, A. H. Bullen, died recently. The business will be changed into a company, with the aim of developing the past tradition of fine printing, publishing books of literary and artistic merit, and of selling new and second hand books of the appropriate character.

The paper trade has been perturbed about alleged "dumping" of German made paper (to the extent, it is said, of 100 tons daily) on the English market. But lately exceptional offers have come from France and Australia. It is strange that, while Germany is supposed to be strangling both French and English manufacture, papers of French make are here offered at prices against which the British mills can not compete.

A large printing office in London recently advertised "a quantity of 9-point type (any weight up to 20 tons)" for sale. It must be admitted that it is a most rare thing for any printery to have such an enormous amount of any one size of type — especially of 9-point. Figuring on so called "short tons" of 2,000 pounds, and allowing for a percentage of type remaining in cases after they are set "clean," we find that 20 tons of 9-point will set about 8,192,000 ems of solid matter. Assume that a compositor will set on an average of 7,000 ems per day of eight hours (which he can not do, as a rule), it will take him 1,170 days or 3 years and 42½ weeks to set this quantity of type!

GERMANY

The University of Munich plans to have its own printing office, but is to confine its productions to scientific works, dissertations, etc.

Leipsic reports a severe dullness in the printing business. At the end of 1920 there were out of work 85 job and book compositors, 2 machine compositors, 149 pressmen, 7 proofreaders and 34 stereotypers.

It is said that the German papermaking industry is booming to so great an extent that one firm is compelled to have a working day of eleven hours, and that the workers have agreed to this in defiance of the trade union leaders.

The theft of a statue of Gutenberg from the Berlin Book Trades Chamber is reported. The statue (half a meter in height) was a present from the German Book Trade Society on the occasion of the Berlin society's twenty-fifth anniversary.

The city of Cassel has had its sugar cards printed with the text in three languages, German, Greek and Russian, the idea being to prevent as much as possible their counterfeiting. It is said that one-fifth of the paper money in the country is counterfeit.

Grschebelin, the Russian publisher who has the monopoly of supplying Russian schoolbooks, has given orders amounting to 20,000,000 Swedish crowns to printing houses in Germany. He has also given orders to the amount of 6,000,000 Swedish crowns to a printing office in Sweden.

The *Reichsgesetzblatt* (Journal of Government Laws) has advanced its price from 1 mark to 90 marks per annum. It is clear that a publication of its size, which in 1920 comprised 2,050 pages, can not be furnished for 1 mark, but the advance to 90 marks is quite staggering for many people, and it is quite probable that this journal will not maintain its circulation of 200,000 copies.

Reports show the following articles may now be imported into Germany without license: Waste paper (written on or printed); paper clippings (waste from the manufacture of paper); paper, pasteboard and pasteboard wares only fit for repulping; books in all languages, including prayer books, printed or written, with or without pictures of any kind printed, attached or inserted therein; books with raised characters for the blind — all these bound or unbound; newspapers and periodicals.

FRANCE

The University of Paris seems anxious to have a printing office of its own, after the pattern of the Clarendon and Pitt Presses at Oxford and Cambridge, England.

Some severe criticism, both from master printers and from their workmen, is now being undergone by the noted Estienne printing trade school at Paris. It is asserted that in certain departments of the school the machines and tools have become out of date and the printing material allowed to deteriorate; there are too many hand presses and too few modern printing machines. The administration with its nineteen functionaries is out of proper proportion to the teaching faculty of thirty-five persons. Furthermore, there is one official to every four students, of which latter there are about two hundred. The budget of the school for 1920 was 470,230 francs for administration and only 60,000 francs for plant and material. These 200 students cost the city 622,082 francs or about 3,112 francs each. As but nineteen leave the school yearly as "proficient" graduates, the cost for each is 32,795 francs. The management is said to be considering reforms in the institution.

SWITZERLAND

German publishers have made a five per cent reduction on the prices of books furnished to Swiss dealers.

Because of a crisis in the Swiss papermaking industry, one large concern has closed its works for an indefinite period, and another is working only half time.

NORWAY

Among the "articles of luxury" whose import into this country is prohibited are: Paper wares, such as parlor games, playing cards, picture post cards, congratulation cards, oleographs and photographic reproductions.

RUSSIA

On New Year's night there was a big fire in Petrograd, in which the office of the daily *Iswestia* was totally destroyed, while the office of the *Krasnaja Gazette* suffered great damage.

ITALY

It is reported that all the Italian newspapers have joined a syndicate for purchasing their supplies of news print.

SPECIMENS

BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

O. E. Booth, Des Moines, Iowa.— Specimens are interesting and pleasing, thoroughly satisfactory in every respect.

Bush-Krebs Company, Louisville, Kentucky.— The program and menu booklet for the fourteenth annual banquet of your Booster Club is interesting and attractive throughout, the striking cover design, in pleasing colors, being the outstanding feature.

F. S. Zintz, Dodgeville, Wisconsin.—"Your New Weapon" is a very attractive plain booklet, thoroughly satisfactory for the purpose to be performed. The only serious fault is that there is far too much space between running heads and the text matter beneath.

Service Printing Company, Canton, Ohio.— First volume, first number of *Better Printing* sets a high standard of excellence which, if maintained, will prove most effective publicity. The cover design, herewith reproduced, is wholly unusual, although perhaps our readers will not think so from the reproduction in halftone, for the design, though excellent, is wholly typographical and rather conventional. The feature that makes it stand out is the use of gold, which was printed solid over the entire front cover except for a cutout in the ornament, making it appear that the design is printed in black and white on gold stock. If it was printed, the gold is excellent, so good that one might think gold leaf was used. Roughing adds to the beauty of the effect. Typography throughout the text is clean cut, dignified, legible and effective.

Louis J. Herzberg, St. Louis, Missouri.— Your work with the Gardner Advertising Company as typographical designer is notable not alone because of its excellence, but particularly because you see that it accomplishes its purpose and does not attempt to do more. Harmony with illustration is apparent always and the types used are invariably exceptionally legible.

Edwin H. Stuart, Pittsburgh, Pennsylvania.— Specimens are displayed and arranged in excellent taste. Especially interesting in the collection is the autograph card given out at the dinner tendered Frederick W. Goudy by the Typothetæ of Pittsburgh.

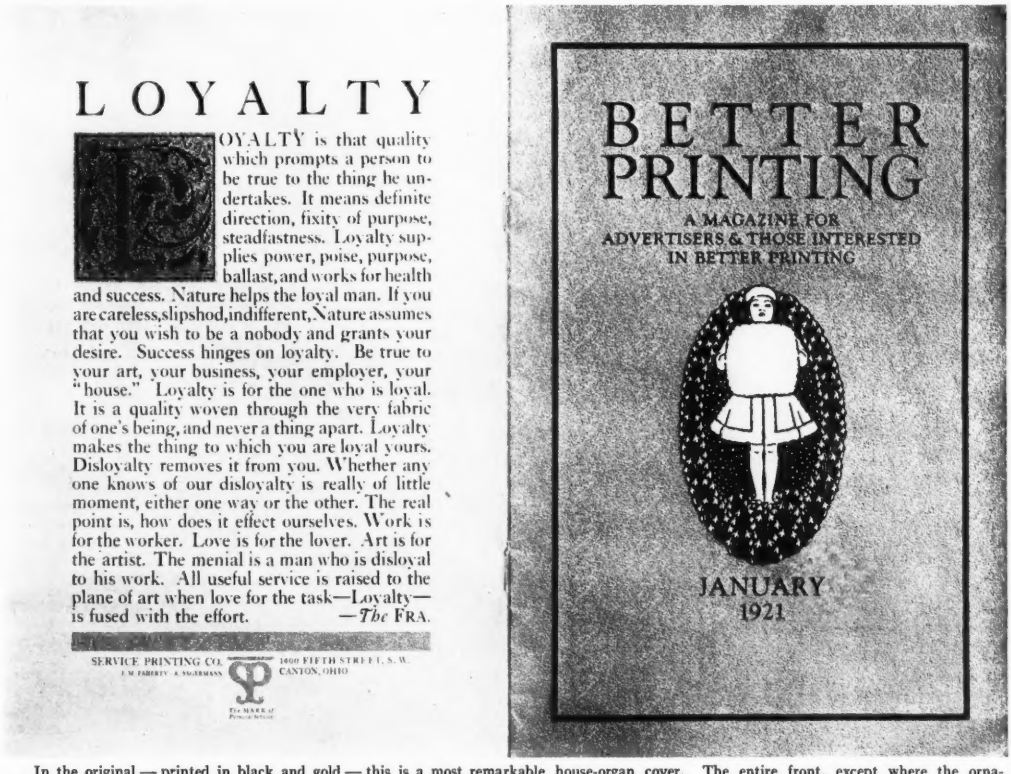
W. F. Moberly, Verdun, Quebec.— The composition on the advertising letter for J. R. Walberry & Co. is satisfactory, but the type face used is very poor. It is antique and ugly, and illegible to a certain degree because of the fancy character of the letters.

Frank D. Gimbel, Cleveland, Ohio.— Your letterhead for The Cleveland Printers' Club is attractive and neat, and the colors are well chosen. The stationery forms for The Doyle & Waltz Printing Company are satisfactory in general, although the lines of the main display are quite too closely spaced.

Claude W. Harmony, Sapulpa, Oklahoma.— It's like getting a letter from home to hear again from you and to receive specimens of your interesting and pleasing typographic work. Those specimens in which blind stamped and embossed panels are used are outstanding, emphasizing the desirability of this form of treatment.

Theodore Harvey, New Orleans, Louisiana.— While in some instances your work is too decorative, in the main it is striking and effective, neatness and beauty being secondary. The fact that you confine each piece of work generally to one series of type is an advantage in view of the extensive use of ornament, for without that harmony of type faces the work in many instances would be crude.

Alfred B. Kennedy, of The Kennedy Company, Oakland, California, has once more favored the editor of this department with a collection of his exceptional work. There is in this work a combi-



In the original — printed in black and gold — this is a most remarkable house-organ cover. The entire front, except where the ornament appears, was printed in gold from a solid plate. The black was printed over the gold, so that the effect of black and white printing on gold is given. On the back cover gold was used as a background for the large initial and for the rule and monogram trade mark at the bottom. By A. Sagerman, Service Printing Company, Canton, Ohio.



A series of catchy cards that are used by the A. L. Scoville Press, Ogden, Utah, as envelope enclosures and otherwise. By Arthur C. Gruver.

nation of refinement and beauty that is seldom approximated, never surpassed. Beautiful type faces, used with taste and discrimination in designs that are simple in the extreme, result in typography of the highest order, typography that any one could follow with profit.

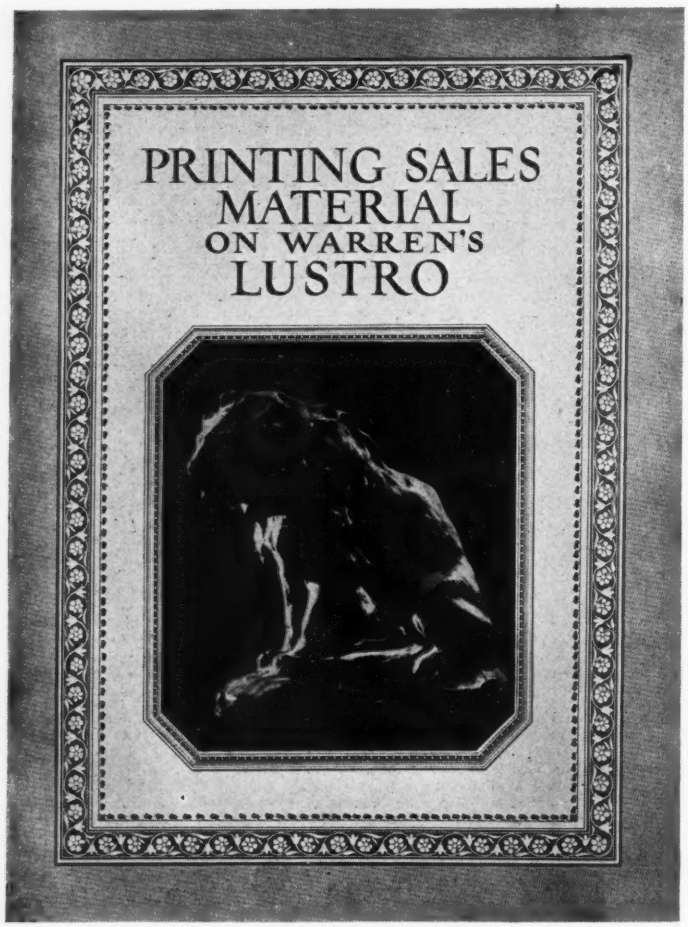
S. D. Warren Company, Boston, Massachusetts.—Your booklet, "Printing Sales Material on Warren's Lustro," is effective advertising because it contains effective helps for a great many advertisers. The striking yet pleasing and artistic cover design is herewith reproduced. It would be difficult indeed to achieve superior results in one color printing.

Crane & Co., Topeka, Kansas.—The folders for The Columbia Title and Trust Company are interesting in design, exceptionally readable and are well printed. Long, narrow pages, such as these, are difficult to handle in display, with little copy, yet your compositor has done remarkably well on them.

E. A. Carpenter, Cadillac, Michigan.—The small folders that you have sent us are satisfactorily handled. The presswork is excellent, considering that they were printed on a platen press and contain halftones. They are not intended to be elaborate, in fact elaborateness would be out of place, hence the common sense treatment given them is all that could be required.

Raymond D. Sessions, Fuquay Springs, North Carolina.—The specimens you have sent us are neat and attractive. They demonstrate what is possible along simple lines of design when each design is confined to one pleasing style of type. For the every day kind of commercial work nothing could be more acceptable, as the style of type that is most generally employed in them, Goudy Old Style, is a very attractive one.

Arthur C. Gruver, Ogden, Utah.—Your initial consignment of specimens from The A. L. Scoville Press contains some decidedly interesting work, all of it, of course, showing the impress of your talent. We are reproducing several of the series of advertising cards, which are not only treated in a wholly unusual typographical style, but go at the subject treated in a most "peppery" manner. The letterhead for the Ogden Real Estate Board is beautiful.



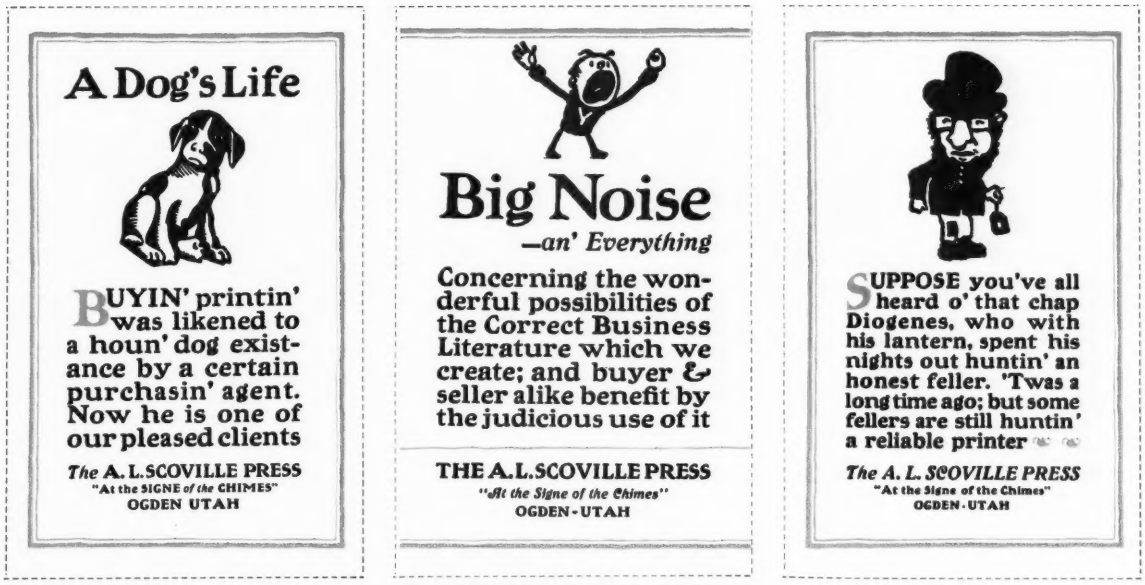
Cover design from booklet by the S. D. Warren Company, Boston, Massachusetts, illustrating possibilities for pleasing and striking effects in one color printing.

Knoff Printing Company, Seattle, Washington.—Your stationery forms, featured by an attractive and distinctive lettered name design, are decidedly attractive. The uniform appearance of business card, package label, billhead, etc., is commendable, as it adds to the advertising value of each piece. When all are similar the value in repetition is great.

Grace C. Lee, Cleveland, Ohio.—The proposed change in the headings of the *Tatler*, involving the use of New Caslon Condensed in place of the Gothic (block letter), is a good one. The appearance of the paper will be greatly improved by the use of the more pleasing and graceful type face which is yet bold enough that the articles will be given sufficient display and prominence.

P. L. Dexter, Sykeston, North Dakota.—Your card is interesting in design. Despite its novelty, it is weak in effect because of the pale color used for printing the trade mark, which features the card. It is the emblem of your State editorial association but one can tell what it is only with great difficulty. Had black been used for the type and had this emblem been printed in the green used for the type the effect would have been far more pleasing, and the matter on the emblem would have been legible.

J. M. Rankin, Louisa, Kentucky.—The three full page advertisements for Jake's Store are excellent. Display is forceful, and the arrangement is well balanced. Excessive underscoring in one or



Three additional interesting cards by Mr. Gruver.

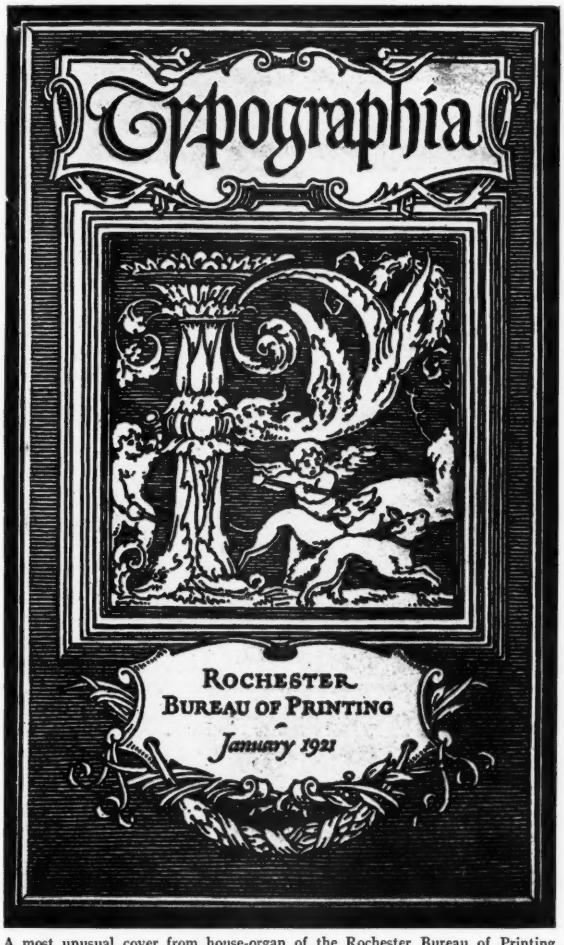
two instances is the only fault of consequence. Among the specimens of job printing the letterheads stand out as best, although the folders, cards and other forms are thoroughly satisfactory. The letterheads, while simple and dignified, are given character and interest by the manner of arrangement and by the pleasing variety, within harmony, of the type faces used.

GEORGE W. WATERMAN, Altamont, New York.— We are inclined to agree with the selections of the judges in the contest on the letterhead for the Slingerland Printing Company. Those awarded prizes are the only designs in the collection having merit worthy of mention, although, as a matter of fact, results far superior should have been obtained. All are commonplace and ordinary, having not the least feature to make them outstanding.

CROFT & WRIGHT, Toronto, Ontario.— We have enjoyed looking over the many specimens of fine printing contained in the large collection you sent us. We find the work excellent in all respects, the presswork outstanding. Striking publicity effects are obtained within good taste, which is absolutely the most that any advertiser can possibly obtain. *The Wrightcroft Review* is an interesting and attractive publication, but in folder form it is a little difficult to get at. In other words the writer would prefer booklet style.

F. HUBNER & Co., New York city. —The outstanding feature of the specimens you have sent us is presswork, which is excellent. The booklet "C. P." (chemically pure in pharmaceutical parlance, which you have used to indicate "Correct Printing") is a neat piece of work which ought also to prove good publicity. There are too many colors, we think, in the panel on your calendar. A greater fault, however, is the relative weakness of your firm name, both as a matter of display importance and as concerns balance in the panel, which appears bottom heavy. This condition would be overcome if the name were in larger type.

THE souvenir of the Twenty-eighth Convention of the International Printing Pressmen and Assistants' Union has been received. It is very attractive, the presswork, as would be expected, representing the craft of the organization, is remarkably good. The design of the cover is excellent, being a combined product of copperplate printing—or engraving—blind embossing and printing. Colors are pleasing and harmonious, although we consider there is too much color on the text pages and the design of these pages is somewhat too "flossy." All in all, however, the book represents commendable effort.



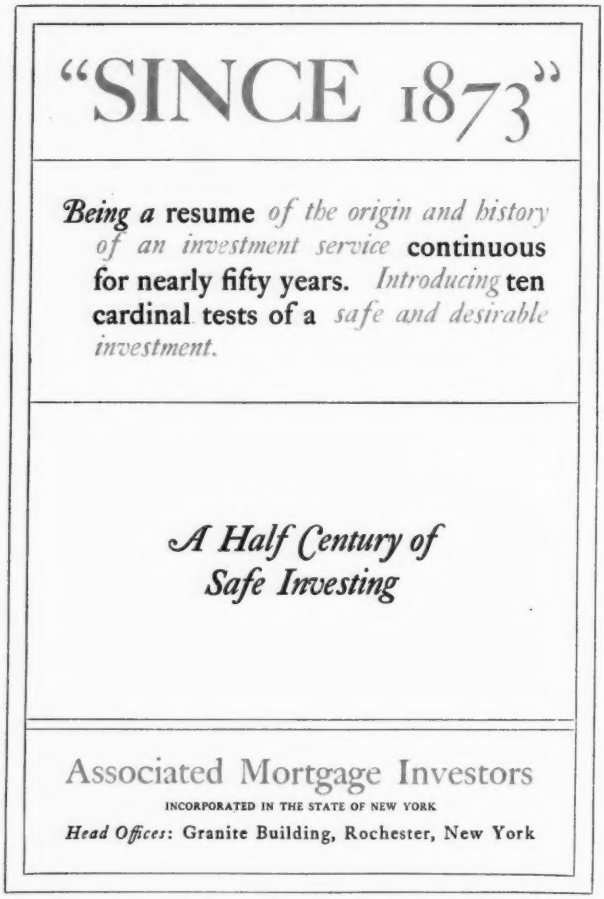
A most unusual cover from house-organ of the Rochester Bureau of Printing, Rochester, New York, here shown by courtesy of James L. Kibbee. Printed in black on dark brown stock, the effect was rich, and pleasing too.

GEORGE W. KING & SON, Worcester, Massachusetts.—The folder announcing the tenth anniversary of the establishment of your company, showing on one of the pages a portrait of George W. King, taken in 1865, and one of Harold E. King, taken in 1892, on another, "before they thought of being printers," is interesting and effective because of the human interest note. Physically, we consider the paper selection, green colored imitation wood veneer, a rather poor one, as the tipped on portraits printed in deep photo brown on dull coated India stock do not look well thereon. However, and in spite of the criticism just made, we consider the piece attractive.

THE G. F. SIGMUND PRESS, San Antonio, Texas.— Specimens are high grade in all respects, typography being in all instances interesting and pleasing. The blotter, printed from Publicity Gothic, is striking and is treated in a style thoroughly in keeping with the design of the type. The colors, a rich bronze blue, a bright tint of blue, and red orange, are very good indeed and are distributed in the design to best possible advantage. Your typographer is up to his job, and the pressman increases the excellence of the work by painstaking and efficient effort on his part.

HOLLIS STUDIOS, Cleveland, Ohio.— "Use Illustrations that Win," is a striking blotter, the lettering and typography of which harmonize nicely. The miniature of the poster for the Cleveland Automobile Show, pasted thereon, is striking in design and coloring. It justifies you in characterizing your work as that which "wins." The business card and announcement folder are likewise exceptional, and we are sure the advertisers of Cleveland have in your organization a reliable and talented source of supply for advertising art of the better grade.

SHAFER PRINTING COMPANY, Plainview, Texas.—The firm name, on



Cover of unusual booklet emphasizing by typographic treatment the age and stability of the financial concern issuing it. By Rochester Bureau of Printing, Rochester, N. Y.

your letterhead shown only in the trade mark design, is not clear because of the small size of the trade mark. It does not stand out as it should but ought to appear in type with the trade mark as supplemental. Otherwise the design is satisfactory, although the brown seems a little too strong for the blue. The blotter, "Just Phone 371," is interesting in arrangement, although the type of the text is very weak in comparison with the wide border and the display in the center.

How typography, illustration and paper may be used to suggest the solidity and reliability which come from age, particularly desirable in the advertising and printing of concerns engaged in the sale of securities, is emphasized in a booklet just received from the producer, the Rochester Bureau of Printing. The typography is in Caslon, following the Colonial motif, the illustrations done in line and printed from zinc etchings are in a style that follows closely that of wood engravings, and the paper, a heavy hand made stock, completes the scheme, which suggests virile antiquity. The title and one of the text pages, which indicate the character of the complete book, are reproduced on this page and the one facing it.

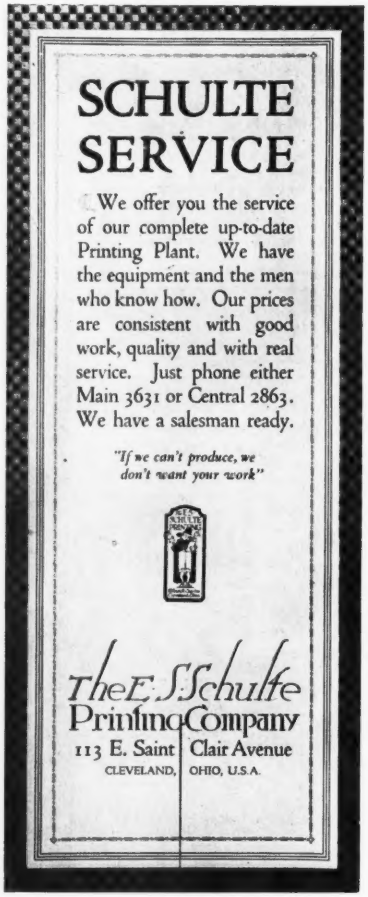
J. H. Davis, Jr., Cleveland, Ohio.— Your work with the E. S. Schulte Printing Company is of a high order of excellence. Seldom is a prettier effect found in color printing than that of the blotter "Schulte Service," printed in brown and gold on light brown colored stock. It is beautiful, to say the least, and, in addition, decidedly impressive. We regret that we can not reproduce it in such a way as will do it justice, but with the illustration herewith our readers may do their best in visualizing what the effect was in original size printed as indicated above. The cover design for the booklet, "The Home Beautiful," is interesting in arrangement and attractively printed in brown ink on brown stock. It, too, is reproduced. The various letterheads are designed and printed in good taste, in pleasing colors and with effectiveness that stamps the product of your house with a reputation for quality that is worth a great deal.

Amos C. Rohn, Canton, Ohio.—"Who Am I?" is an attractive folder, the cover, especially, being striking and pleasing. The inside pages are also pleasing to look at, but the type is too small and of a style that is not read with ease. The title of the "Statement" folder for The First National Bank is also effectively arranged and displayed. The envelope stuffers, advertising Christmas greeting cards, are too decorative and the effect of complexity is emphasized in the extravagant use of color thereon. The remaining specimens are of very good quality, although we do not admire some of the fancy styles of type that you use to a great extent.

Earl D. Scott, Jellico, Tennessee.— Stationery forms are very good, the design and typography, as well as the colors used, combining in most of the forms to provide interesting and attractive effects. The letterhead is particularly good, although the type sizes might well be reduced one unit. The two blues with the gold lettering in the monogram make a very pretty effect. On invoice and check we note the use of gold for printing type lines. This use is displeasing, because the gold is weak in tone value, especially when held at certain angles — where it is also difficult to read. It is excellent for decoration but not good for units that must be legible and easy to read.

W. E. Hegle, Pittsburgh, Pennsylvania.— You are to be complimented on the excellence of the January, 1921, issue of *Macograms*, house-organ of the MacGregor-Cutler Printing Company. The cover is interesting, attractive and appropriate. The use of Bookman, an excellent and legible style of type, for the text is welcome for a change, although the lettering on the cover does not harmonize with Bookman especially well. However, that is a minor point. The only suggestions we have to make are that the blue used for the second color is a trifle too weak, especially for some of the headings, which are set in Bookman capitals, and that we do not like the cover to extend so far from the text pages, as it is a little difficult to hold to them when thumbing through the book.

Hackney & Moale Company, Asheville, North Carolina.—"The Jumble Book of Rhymes" is attractively gotten up and well printed. Our only suggestion for improvement that is demanded is to place the short display pages somewhat higher on the sheet, as when in the center, or sometimes lower, they violate balance and appear displeasing. *The Flutist* is an attractive monthly magazine. Typography in Caslon is neat and legible, and the printing throughout is excellent. The display broadside, "The Prayer of the Rotarian," is very pleasing, especially in so far as the colors are concerned. We do not like the rectangular initial set outside the matter which it introduces, although, of course, since the matter is a poem, to set the initial inside would spoil the contour.

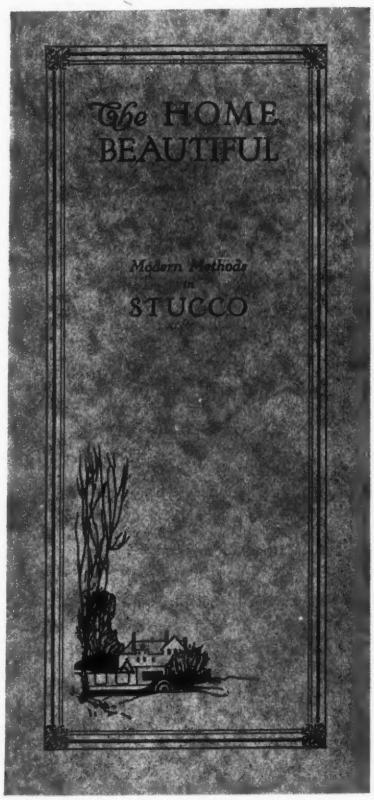


Striking blotter in gold and brown — an unusual but extremely pleasing combination — the work of J. H. Davis, with the E. S. Schulte Printing Company, of Cleveland, Ohio.

ONE of the printer's house-organs that has not been given in this department the prominence its excellence deserves is *The Three Circles*, published by Evans-Winter-Hebb, Detroit, Michigan. This is because it is so remarkably fine, so perfectly executed in all respects that we can offer no suggestions for improvement. It is far easier to comment on work imperfectly executed, for then we have something to offer the contributor that will help. You simply can not beat *The Three Circles* for genuine all around excellence.

ONE of the handsomest of booklets is the souvenir of the Twenty-fifth Anniversary of the United States Branch of the Ocean Accident and Guarantee Corporation, Limited. The cover is a double fold of that masterpiece of cover stock, brown Velumet, in a blind stamped panel near the top of which — on the front — an attractively lettered design printed in light brown and black on India stock is tipped. The text is largely confined to portraits of men prominent in the organization, printed admirably from halftones on super enamel paper. Each portrait is set in a simple but delightfully attractive line panel, printed in light brown ink. A reproduction would show little of the beauty of the work, in fact would prove an injustice, hence we must refrain from the temptation to give our readers a glimpse.

DRAPER PRINTING COMPANY, Venice, California. — In general the work you have sent us is very good indeed, some of it excellent. Certain of the specimens are too "flossy," due largely to the use of borders made up of prominent units which have the weakness in their strength of attracting too much attention to themselves, besides being displeasing. Contrast the very pleasing label set in Parsons and the one set in Foster, Webb, Cheltenham Bold Italic and Copperplate Gothic. The former is agreeable to the eye because of its clean cut harmonious appearance, whereas the latter is ugly because of the lack of harmony between the type faces, the crowding and the too great prominence of the border, the whole effect of which is, in addition, complex. The folder, "The Competitive Bid," is displeasing. A symmetrical arrangement of the type lines would have been preferable, and the upper group, at least, should have been in larger type, as it is not only too small for effect from a publicity standpoint but too small in relation to the size of the page. Remember, the simpler the design the better and more attractive it is; novel and striking designs do not depend on complexity of arrangement.



Cover design of booklet by J. H. Davis, Cleveland, Ohio. Striking by reason of arrangement, dignified by reason of light face type used, and pleasing because of the colors used — dark brown ink on light brown stock — this cover is most satisfactory.



CHAPTER A

Origin, History and Investment Field
of the
Associated Mortgage Investors

IN 1873 the first President of this Company, Henry E. Robins, made his initial farm mortgage investments in Iowa. He continued his practice of investing his own money and that of beneficiaries for whom he was trustee continuously until, in 1906, his son, Kingman N. Robins, assumed control of his affairs and undertook the placing and supervision of these investments, at that time located in Iowa, Minnesota, eastern Kansas, eastern Nebraska, the Red River Valley of North Dakota, Oklahoma, Georgia and north central Texas in the United States, and the Canadian Province of Alberta.

Diversification of risk and the selection of those sections where the security was most certain to increase in value were fundamental principles of the business from the beginning. At the same time, a closer knit organization had become desirable, and in 1908 the business was incorporated under the laws of the State of New York and the investments gradually concentrated in the Northwest, so that at the present time the Company's loans are confined to the states of Washington, Idaho and Montana and the Canadian provinces of Alberta,

Text page of booklet, cover of which is shown opposite, in which line illustration suggesting wood engraving further contributes to the effect of virile antiquity. By Rochester Bureau of Printing, Rochester, New York.

HOMER H. HILL, Arkansas City, Kansas.—The Houston-Hill Printing Company gets off to a flying start, by which we mean the product it turns out is high grade and ought to constantly gain new customers — and hold them. Typography is simple, neat and attractive, which, supplemented by the best quality of presswork, results in a product of rare excellence. Colors are used in good taste. Notable specimens in the collection are the booklet, "The Lower Rio Grande Valley," cover and title page of which are dignified and yet striking, the title page for the program, "At Sixes and Sevens," and the letterheads for the Palace Billiard Parlor and the Kuhns-Gray Furniture Company. Keep up the high standard of quality that you have started out to give your customers, and be sure to let us see more of the work you do.

CECIL C. FARRAR, Portland, Maine.— Specimens of typography and presswork done by pupils of the Portland High School under your direction are of exceptional quality. Typography is above the average of commercial plant product. The fact that you designed some of the specimens does not make the work of the students less praiseworthy, for the execution as well as the design is high grade. Furthermore, we studied the specimens for a few moments and endeavored to determine just which of them were designed by the instructor, and we must confess they are of such uniform quality that we could not determine, even to our own satisfaction. Certainly some mighty fine work is being done in teaching printing in the schools of Portland, and it will be a red letter day for the printing industry when some of these boys get actively into the business.

H. R. WIEBERS, Kokomo, Indiana.— In arrangement the three display panels for the Main Street Christian Church are interesting and unusual. They are striking because of this arrangement, in spite of the rather too refined type treatment. That, of course, is conditioned on the method of use. If designed for reading from the hand no display weakness can be charged, but if they are to be hung up on walls or in windows and must be read at some distance a larger and certainly a plainer type treatment should have been chosen. The same conditions determine, to a lesser extent, the merit of the color treatment. Gold is used for the second color with black on white stock, and with deep brown on India stock. This combination is pretty, dignified and refined, and thoroughly appropriate, but too weak if used for the purpose of attracting attention, although thoroughly satisfactory if intended only to beautify.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Luminous Printing

Charles F. Dawson, Montreal, Canada, writes as follows: "In your issue of February, 1921, Pressroom department, I note that some person is inquiring for an ink that can be read at night. I would suggest that the inquirer experiment with calcium sulphid. This is a grayish or yellowish powder slightly soluble only in water and is luminous in the dark after having been exposed to a bright light. I do not know whether it would mix or dissolve in the ordinary oils used in the manufacture of printing ink, but would suggest that it be tried out with some sort of adhesive binder, such as gum arabic. If any good results come from these experiments, I should be pleased to hear of the results. It should be carefully noted that it is calcium *sulphid* that is necessary, chemical formula CaS. The sulphate and the sulphite will not serve the purpose.

A Slow Drying Ink

A Canadian publisher submits a two color circular accompanied by the following letter: "We are somewhat puzzled with the result of the orange color ink. The ink, which is supposed to be of good quality, was not treated by us, and although the job was printed five days ago you will see that by simply rubbing the thumb over it the writer has erased it. We do not know just what to make of this, although we are inclined to think that the paper has something to do with it, and we should very much appreciate your advice on this matter."

Answer.—The circular when received by us showed the effect of the rubbing. On trying it to test the ink we found that it had dried so well that no ink could be removed, thus making it evident that it was a slow dryer and had not fully dried when it was tested by our correspondent. The only suggestion to offer is that when the ink is again used you add some liquid or paste drier, which doubtless will accelerate the drying qualities. The manner in which the ink covers in solids indicates that it is of good quality.

Cerotype Plates Give Good Results

A Mississippi printer submits several specimens of prints made, stating, "The enclosed reprint specimens of letterhead designs, showing lithograph effect, were printed from ordinary zinc etching made from pen sketch. We have been using zinc etchings of this character with some success, but we are not entirely satisfied with the results. As you will note on one of the enclosed, shading is just a little heavy and it often requires a very heavy impression on platen press to obtain a solid ink color. Is there a plate superior to the ordinary zinc etching more suitable for this character of work which we handle altogether on platen presses?"

Answer.—The best effects are produced from cerotype plates. These are made by a wax engraving process. The original plate furnished you by the engraver should not be used; from this plate an electro should be made to print from. In this way the original is retained, from which additional electros may be made as they wear. The printing from an electro of a cerotype plate should be done in combination with a mechanical overlay. In this manner a very close imitation of litho effect is produced. In printing, the pressman should use a hard tympan and the best job inks. Names of cerotype platemakers will be furnished on request.

Slurring Due to Rollers

A Louisiana printer submits a specimen billhead in two colors. A disk printed in bright red was marred on its edge by a slur which obviously was caused by the roller sliding and striking edge of plate. His letter reads in part as follows: "I shall thank you to let me know the cause of the slurring on top of the officers' names and on top of the red ball cut on the enclosed specimen. This was fed into an 8 by 12 press, heading down, and no matter what kind and size of form I try to print, this slurring always occurs on the first line at the bottom; the balance of the form seems to print better. Any suggestion you might offer to remedy this trouble will be appreciated."

Answer.—This slur appears to be caused by the way the plate is struck by the rollers, and we suggest that you lock up bearers next to chase so that the rollers will rotate instead of sliding, as they now doubtless do. On small forms it is a good plan to lock up wood bearers, which should be type high.

Slurring of Type and Rules Is Avoidable

An Illinois publisher submits a printed sheet showing slurring. His letter reads: "As a subscriber to your valuable magazine I am enclosing a piece of printed matter where the headline is blurred at the bottom of the type. This job ran all the way through the same way, notwithstanding we did everything we knew how to do to prevent it. The press was a —— and in first class condition. The rollers were clean. Please advise us if there is anything we could have done to avoid this trouble."

Answer.— Slurring of printed matter is always avoidable, though it may be difficult sometimes for the pressman to determine the exact cause of the trouble. We presume that the tympan was not baggy and the top sheet was not loose. As the rules run off the edge of sheet the clamps could not hold, so that by passing several strands of common cord across from one clamp to the other it would hold the sheets. Where an open space appears in the blank a piece of cork should be attached to the string. The cork must be about ¼ inch thick, with slits in it to keep it in place. Its purpose is to hold the sheet firmly to the tympan during the printing operation, which will prevent the slur. In some instances a piece of cork attached to a cardboard finger will be effective in an area that slurs. The next time you have a job that slurs, try the twine and cork. Be sure the cork is thick enough and that it is struck by a piece of wood furniture to press it firmly to platen. A much better way is to secure the special grippers which may be used in such a manner as to prevent slurring of this character.

PROCESS ENGRAVING

BY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

The First Zinc Etching in the United States

John J. Ryan, St. Louis, Missouri: Probably the first zinc etchings made in this country were done by Charles Henri, a Frenchman. G. W. Colton, the mapmaker, told the writer that Henri worked for him in 1868 and later for Frank Leslie. Henri's method was to make a photolith transfer, transfer this to zinc, and etch.

Collotype Revival in This Country

"Lithographer," Cincinnati, writes: "If American representatives have gone to England and bought up all the gelatin (collotype) presses they could lay their hands on, as I see it stated, where are they using them? I used to be good at gelatin printing. Litho is dull now and I should like to try my hand at gelatin printing again."

Answer.— Collotype or gelatin printing is in demand now for lobby displays for the "movies." Improvements have been made in the presswork so that better results are secured than formerly. When printing collotype by hand, two inkings were given to the gelatin film, one with a stiff deep black ink for the shadows and a grayer ink for the middle tones. When the gelatin plates went on the steam press the sheet went around with the cylinder twice and received two impressions, after two inkings, before the gripper released the sheet. Now they have presses with two sets of ink fountains and rollers so that the gelatin plate is rolled with black and gray inks before the impression is taken, thus getting results almost equal to the hand proofs. How successful they are in printing can be seen by examining the pictures in the lobbies of moving picture theaters. The coloring is done with air brush and stencils. The edition is usually not so large but that they can be printed from a single set of gelatin plates.

Can Trichromatic Inks Be Standardized?

W. Ilston Cox, in *Penrose's Annual* for 1921, says, in part, on this subject: "The question is often asked, is it possible to use one set of trichromatic inks for all subjects? I am well aware that some experienced three color printers execute their whole output with one shade of each color, but I think a majority of the process engravers will agree with me when I say that it is not at present practicable to do justice to all subjects and all classes of work with a single series of inks The reasons are various, but the most important is that concerning brilliancy and permanency. Some years ago, Messrs. Wratten & Wainwright suggested a series to agree with their standard color filters, and these three shades are today in use for book illustrations and other unexposed work, being known to some users as the 'Ideal' trichromatic inks. Their great drawback is that up to the present it has not been found possible to make the necessary pigments with really fast dyes. As a result, the demand is limited and the great mass of printing which has to withstand exposure to light has to be executed in a set of colors which are fast but less brilliant. This is probably known to most printers, but that it is not generally known is evidenced from the fact that almost every day printing ink makers receive fugitive patterns with the request that they be matched up in permanent colors."

Why Strontium in Collodion?

"Old Timer," Montreal, writes: "I notice that you do not recommend in any of your books the use of strontium in collodion, and still I find that many halftone operators use a chlorid of strontium in halftone collodion, while your plain iodid and bromid collodion is in common use for line negatives. What is the advantage or disadvantage of strontium?"

Answer.— It is likely that the introduction of chlorid of strontium into collodion came from M. Wolfe, who sold the formula to photoengravers some years ago. Having to pay for it, they thought it of more value than the formulas given without charge in this department. The writer has always felt that a chlorid added to collodion is more of a detriment than a benefit. Iodid of strontium might be of some benefit in a collodion for line negatives, for it is said to increase the sensitiveness and make the collodion more fluid and to give clear lines, but the writer's objection to the addition of any salts to collodion other than iodids and bromids is that they add to the complication in purifying the bath later.

Acetic Acid "No. 8"

"Darkroom," Chicago, asks: "What is meant by acetic acid 'No. 8'? I have always used it and ordered it as No. 8, and I know its specific gravity is marked 1.040. I asked the salesman where the 'No. 8' comes in and he said it was a trade name that it was always known by. Would it be cheaper to buy the glacial acid and, if so, how much would it have to be diluted to make it equal to 'No. 8'?"

Answer.—Acetic acid "No. 8" may have been so named either because, according to Woodberry, it is glacial acetic acid diluted with eight times its volume of water, or because acetic acid "No. 8" diluted eight times with water becomes what is known as distilled vinegar. Acetic acid, whose specific gravity is 1.040, is what is usually called for in formulas for developer. If acetic has to be transported long distances there would be a saving in freight charges by buying the glacial acid, which will be found to work best in developer when diluted with twice its volume of water.

Negative Engraving From Type

J. S. Carlson, Brooklyn, New York, asks: "Is there any simple way of engraving type on a zinc plate so it will print in reverse, that is, so it will print white letters on a black ground?"

Answer.—The word "reverse" is used improperly here and it is a common mistake. Type is "reversed" when it is transposed so as to read from right to left instead of left to right as is usual. This is required in the offset process; but in

photoengraving, when a plate is engraved intaglio so that when used in surface or typo printing the result will be white letters on a black ground plate, the printing plate is a negative one, as distinguished from the regular printing plate, which is a positive one. To make a negative printing plate from type, take a good impression from the type in a good black ink on Esleeck onion skin paper and dust the impression with bronze powder, dragon's blood, black lead or carbon black, so that it can be used as an intense photographic positive. Sensitize the zinc as usual with either the albumen sensitizer or enamel, and expose it in a printing frame under this onion skin positive and thus get a negative print on the zinc, which is a simple matter to etch so as to print white letters on a black ground.

To Dissolve Iodin in Water

"Photoengraver," Atlanta, Georgia, writes: "I am going back to my old trade as a photoengraver and am reading up all I can on the subject. Have been following up your department for many years back to get the latest dope on process-work. Iodid of potassium has become prohibitive in price, so I write to ask if there is any substitute for it in dissolving the resublimed metal iodin in water."

Answer.—The war brought out many cheaper substitutes for the expensive chemicals formerly used, and one of these is the substitution of caustic potash for potassium iodid. The latter salt is made by dissolving iodin in a hot solution of caustic potash. One way to use the caustic potash is this: Dissolve 15 grains of caustic potash in 1 ounce of water; in this caustic solution dissolve 30 grains of iodin crystals; then add 3 ounces of water, and drop in nitric acid drop by drop until the whole turns red in color. Keep this in a glass stoppered bottle. Do not make up too large a quantity at a time and you will find it will work well for intensification and cutting purposes. Another way is to dissolve the iodin in denatured alcohol and then dilute with water until it does not work greasy.

Fog Spots on Halftone Negatives

"Halftone," Philadelphia, writes: "I am troubled with two faint spots of fog about half an inch in diameter that come near the center of my halftone negatives. I have tried to find the cause of them without success. They do not come from pin holes in the front of the camera or in the bellows or in the door of the plate holder. They can not be reflections. Could it be that they are caused by a defect in the lens?"

Answer.— If these two spots of light fog are always in the same place and the same distance apart, they come from reflections of light from the spring on the door of the plate holder. This flat brass spring presses the glass against the corners of the plate holder, and from constant use its bearers are polished so smooth that they become mirrors and reflect light back against the sensitive film on the front of the glass. The remedy, of course, is to blacken the bright spots with shellac varnish saturated with carbon black. Photographers should frequently see to it that the inside of cameras and plate holders is kept clean and free from the possibility of light reflections, remembering that a glossy black varnish reflects light. The varnish should contain all the black that it will take up without rubbing off, and that amount can be told only by trial.

Etching Machines in Competition

It has been suggested in this department before that the photoengravers' association could do no better work for the engravers of the world than to invite the makers of etching machines to a competitive trial during the days of the next convention of the association. The claims put forth by the promoters of the various etching machines are so extravagant that it would be worth hundreds of thousands of dollars to the engraving industry if but a few of these claims could be proved to be true. For instance: Some of these newer etching methods are said to have such control of the etching fluid that it will etch only downward or vertically, not sideways or laterally, thus performing a modern miracle.

This proposed etching machine contest could be under the supervision of a committee of judges composed in part of men who are themselves in the market for the best etching machine, and the rest of the committee should be those who are disinterested but who know good etching when they see it. Prizes, or testimonials, might be offered; first, for the machine that etches zinc best and quickest for newspaper or other rush work; second, for the machine that etches zinc with the least exaggeration of the gradations in the negative; third, for the machine that will etch copper in the least time and best retain the gradations in the negative; fourth, for the machine that dispenses most with re-etching; fifth, for the machine that will require the least power and skill to operate; sixth, for the one that uses the least etching material for the work performed; seventh, for the machine that requires least repairs and will last longest; eighth, for the one most sanitary in keeping fumes out of the workrooms; and last, but not least, for the one that costs least to purchase and install. Plates that are undercut should be barred from prizes. It is not possible that any machine could win all these prizes, so here is an opportunity to give the next convention all the sportive attractions of a horse race.

ART IN ADVERTISING

The Art Directors' Club of New York has just closed its first Annual Exhibition in that city. The exhibition was unusually interesting, showing as it did the originals of the best illustrated advertising that is being done in this country. These originals included paintings in oil and in water color, and pen and ink, pencil and wash drawings, all by leading American artists. There were nearly three hundred exhibits chosen from about three thousand pictures that were submitted, and all selections showed the high art standard required in advertising nowadays. As these pictures were made to please the general public, the exhibition proved that there is no place for cubism, futurism or any other art fads here; the people's taste is, after all, academic.

The Art Directors' Club was organized only a year ago by a group of men ambitious to promote art in advertising and industry who thought this could be best done by association in art affairs. The club recognizes as an art director one who counsels in the creation, buying or selling of artwork and whose services have been accepted by any reputable organization. Though the members at present are largely from advertising agencies, it is expected that art directors for magazines, book publishers, trade publications, printers, engravers, lithographers, or free lance artists engaged in commercial illustration will become members of the club.

The jury of awards for the recent exhibition was made up of Charles Dana Gibson, Edwin H. Blashfield, Professor Arthur W. Dow, Robert Henri, Joseph Pennell, with Richard W. Walsh as chairman. For black and white illustrations the awards were as follows: First prize medal, F. R. Gruger, for his "Barrage Fire," *Saturday Evening Post;* honorable mention, John J. A. Murphy, wood cut by Irving Press; Franklin Booth, line drawing for Franklin Printing Company; Henry Raleigh and Wallace Morgan. For paintings and drawings in color the awards were: First prize medal, W. E. Heitland; honorable mention, Maxfield Parrish, C. C. Beal, J. C. Leyendecker, and Dean Cornwall.

It is a pity that these exhibits could not be seen in other cities for their educational value to all art students. They show that there is no art too good for advertising and that the best painters are not averse to contributing to commercial art.

TRAINING SOLDIERS TO BE PRINTERS

BY WALTER WALLICK

IF the new educational program of the heads of the army works out, the old time soldier who bore a reputation as being the champion time killer of the world will soon be a thing of the past. The plan of the War Department, still in an experimental stage, provides for teaching enlisted men the mastery of a group of vocations in connection with the strictly military training. In years past the army had only the thought of warfare in mind, and no opportunity was given the soldier during the period of his enlistment to increase his earning capacity when he returned to civil life. It is true that the object of the army training is primarily to make soldiers, but since there are more than fifty trades in an infantry division alone, it is necessary that the men following these vocations receive training along their particular lines. Recently when orders were received from Washington for vocational training in the army it was largely along the needs of the service. At the same time efforts were made to see that each individual was allowed to select the trade he wished or was best suited for. He is accordingly given a course of instruction, so that when he goes out in civil life his salary will be largely increased and he will become a valuable asset to the community and to the country.

Gen. W. G. Haan, assistant chief of staff of the United States Army and chief of the war plans division of the War Department, in commenting on the educational work, recently made this statement:

"In so far as the application of the educational work in the army has had the effect of producing men who are better qualified for military work in the special positions, in so far as they are better when they have gone through this work, not only able to earn more money and hold better positions when they leave the army, but are better citizens, I think it is evidence that the work that is being done is worth while."

Under the new regime, vocational schools are being established at all permanent army camps and a careful plan of instruction is being mapped out. When a man enlists he is given a choice of a number of vocations, including automotive, carpentry, machine shop, electrician, textile work, printing, and numerous others. Of course, each of these lines of instruction has numerous subdivisions; thus, in textile work, the men are taught canvas work, automobile trimming, upholstering and tailoring.

In the field of printing, hand composition, platen presswork, cylinder presswork, linotype operation, monotype operation and pamphlet binding will be taught. The last named includes the work of stock handling and cutter operation. The first essential is to eliminate the idea of requiring a man to accomplish a certain amount of work in a given time. This has been the main drawback in vocational education in schools and colleges, but it is hoped that it can be eliminated in the army.

Each trade is divided into its fundamental operations, and each man is taught these operations as rapidly as his ability permits. For instance, one man may learn the manipulative operation in hand composition in six months, another man may require a year to achieve equal skill. No man is given a mark of excellence in any operation until he can perform that operation as well as the average workman can do.

This work is still in its infancy, but so far as it has been tried out the schools have met with remarkable success, and the interest and enthusiasm of the men under instruction are most gratifying. Already more than 125,000 men, or 57 per cent of the entire army, are receiving educational or vocational training. Among these there were several months ago 6,139 illiterates. This educational work is destined to become one of the greatest things that ever happened to any army, for the young man who gives up three or four years of his life to Uncle Sam now gets a return in the way of an education.

In securing a man to direct the instruction in printing, the War Department was extremely fortunate in enlisting the services of A. V. Ingham, well and favorably known to many of the readers of THE INLAND PRINTER. He has recently been reappointed "Development Specialist in Printing, United States Army," so that the future soldier printers will be assured of the benefit of his wide experience in preparing the course of study.



A. V. Ingham.
Development Specialist in Printing, U. S. Army.

Mr. Ingham is eminently qualified for his duties. All of his life has been spent in the printing business in one form or another. Like most of our present day master printers who took up printing early in life, he followed the usual lack of system of apprenticeship, but fortunately, he served under a careful, painstaking man, so that he was well grounded in the fundamentals of printing before he gradually worked himself into a position of authority.

Just before taking up this work Mr. Ingham was manager of the commercial printing department of the *Times-Union*, at Rochester, New York. For three years prior to that he was head of the department of typography in the school of printing at Carnegie Institute of Technology, at Pittsburgh. The results he accomplished there in connection with Harry L. Gage are too well known to need repetition. His former associates and pupils testify as to his rare qualities as an executive, teacher, and as a man among men.

The printing fraternity in general is best acquainted with Mr. Ingham through the seven years he spent as manager of the printing department of the Roycroft shop, at East Aurora, New York. Much of the credit for the excellent work that emanated from the Roycroft plant during that period must go to Mr. Ingham. He is now established in the army vocational work with headquarters at Camp Grant, Illinois, where he is directing the graphic arts branch of the army's educational program.

Educational and vocational instruction as a part of the daily routine of military forces of the country is something decidedly new, and the outcome of the experiment will be watched with interest.

THIRTY-SIXTH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION

BY OUR REPRESENTATIVE

AS the forms for this issue of THE INLAND PRINTER are going to press the members of the National Editorial Association are enjoying their annual pilgrimage. This year the editors and their families are visiting the wonderland of the South, enjoying the balmy breezes and the wonderful scenery of Florida, as well as the splendid hospitality of the natives of that State. About three hundred and fifty or more were in the party, which assembled at Birmingham, Alabama, on Saturday, March 5. Montgomery was visited on Sunday, and on Monday the party arrived in Pensacola. Several other places of interest were visited, and on Thursday morning St. Augustine was reached. Here the party paused in its tour for three days while the business sessions of the convention were held.

The Alcazar Casino, reserved for the occasion, was crowded to its capacity. The first session, presided over by President Will Wilkie, of Grey Eagle, Minnesota, was opened with divine invocation by Rev. L. Fitz-James Hindry, of the Trinity Episcopal Church. Addresses of welcome were delivered by Mayor Peter R. Perry; John J. Gannon, president of the Board of Trade; Miss Lila White, of the Business and Professional Women's Forum; and Senator W. A. MacWilliams, who was designated as the special representative of Governor Cary A. Hardee to extend the welcome on behalf of the State. Senator Chauncey M. Depew, of New York, also addressed the first session. Mrs. H. C. Hotaling, of Mapleton, Minnesota, responded to the addresses of welcome. President Will Wilkie delivered the annual address, which formally opened the business of the convention.

Friday morning's session was opened with an invocation by Rev. Barton B. Bigler. President Wilkie read a telegram from Jason Rogers, of the *New York Evening Globe*, referring to the excessive price of print paper, inviting the publishers to combine against the alleged news print ring, and urging the association to especially endorse any movement to that end.

Dean Walter Williams, of the School of Journalism at Columbia, Missouri, talked on the International Press Congress, which is to be held in Honolulu next October. A paper on "The College Trained Journalist" was read by Dean Eric W. Allen, of the University of Oregon, after which the possibilities of making paper pulp from saw grass, which grows abundantly in Florida, were presented by Gilbert D. Leach, editor of the *Leesburg Commercial* and president of the Florida State Press Association. Mr. Leach informed the members of the N. E. A. that on the following Monday they would be given the opportunity to inspect the first of a series of mills to be operated for the purpose of producing paper from the saw grass. In the evening a lecture on "Production, Consumption and Future Supplies of News Print Paper" was given by F. M. Haskell, president of the International Paper Company, and the processes of making paper were shown in moving pictures.

In appointing the convention committees, President Wilkie named the following: Credentials — H. C. Hotaling, chairman, Daniel E. Keen and Frank N. Henderson. Necrology — Benjamin S. Herbert, chairman, Garry Willard and H. B. Hale. Officers' Reports — J. C. Brimblecom, chairman, Wallace Odell and H. U. Bailey.

The Auditing Committee in its report approved the account of the treasurer, W. W. Aikens, in every particular, and showed that the association was in the best condition, financially, in its history. A resolution endorsing the field secretary plan and highly complimenting the extension work that has been accomplished by the association through the efforts of the executive and field secretary during the past year was unanimously adopted.

Saturday's session brought the election of officers for the coming year, with the following result: President, E. E. Brodie, of the *Enterprise*, Oregon City, Oregon; vice-president, John C. Brimblecom, of the *Graphic*, Newton, Massachusetts; secretary, George Schlosser, of the *Republican*, Wessington Springs, South Dakota; treasurer, W. W. Aikens of Franklin, Indiana. Members of the Executive Committee: Will Wilkie, Grey Eagle, Minnesota; Wallace Odell, Tarrytown, New York; Frank N. Henderson, Little Rock, Arkansas. Members of the Executive Committee elected for one year were Paul T. Harber, Commerce, Georgia, and George W. Marble, Fort Scott, Kansas. The holdover member of the committee is H. U. Bailey, of Princeton, Illinois.

George E. Hosmer, who has for years been active in the legislative work of the N. E. A., made a strong appeal to the convention, urging that the association be represented at Washington during the coming year in an organized effort to do away with the present zone postage rates on newspapers, but cautioned his hearers to be careful not to permit the adoption of any amendment that might give the newspapers a flat rate and thereby impose a rate higher than the present one.

Among the resolutions presented and unanimously adopted at the closing session was one which puts the N. E. A. on record as being "unequivocally opposed to the forty-four hour week in either job or newspaper offices." In another resolution the organization "again endorses the zone postage law and urges Congress to maintain the principle as the right and just one for second class postage rates."

One of the important features of the business sessions was the remarkably complete report of the executive and field secretary, H. C. Hotaling, of Mapleton, Minnesota, who has done a great amount of effective work during the past two years toward putting the organization on a better business basis and accomplishing more constructive results for the members. Mr. Hotaling gave an extended review of the activities of the association since the last annual meeting, held in Boston, and showed that splendid progress has been made toward placing the N. E. A. on a sound financial basis. He also offered a number of recommendations for the further extension of the work, and for making it more effective in promoting the interests of the newspaper publishers.

It was stated that fully ninety per cent of those in attendance at the convention would make the trip through Florida, starting on Monday, March 14, and also that 126 had signed up for a special trip to Cuba via the overseas railway following the tour through the State.

INFALLIBLE!

The shabby visitor laid his hat upon a chair, and approached the merchant prince who had granted the visitor's request for a minute of time.

"I can tell you," he said, "how to become a great success; how to win independence for life."

"Three seconds gone from the minute I'm giving you," said the merchant.

"I have here," went on the thinker, "an infallible memory system. Master it, and you will master the world. You will not forget to post the letter your wife gave you this morning."

"My trouble," said the merchant, "is that I can't find a reliable system for forgetting things I want to. Your minute's up."

Sadly the visitor departed, but two minutes later he returned to the office breathless and excited.

"I forgot my hat!" he said.— *Chicago News.*

NEWSPAPER WORK

BY G. L. CASWELL

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

Selling Your Newspaper to Advertisers

Fine page and double page spreads can be worked up for any progressive newspaper at almost any time. We have noted several such spreads recently. One is a "Home Building and Furnishing Page," attractively headed with a service matrix cut, the two pages blocked off into well arranged spaces and these spaces filled with advertisements of contractors, lumbermen, banks that tell how to get the money, architects, real estate men, furniture and hardware dealers — two pages of very timely and sensible advertising that surely strikes good results. Many good newspapers have done the same thing with fine stock advertising, and summer resorts will next be in line for artistic and attractive spreads. National holidays and county fairs offer the same opportunity. The latter have been used as a means for much good advertising by some newspapers, and we have in mind one weekly that handled a sixteen page advertising section for its business interests just before the county fair at which thirty thousand people paid admission. It is not essential that regular advertisers fill such special pages. The fact is that irregular and even non-advertisers can be easily induced to take spaces in such editions, and very often with the result that they become better advertisers afterward. Selling the newspaper to the people is a modern art in newspaper publishing, and too often the publishers of community newspapers fail to do this with their advertisers. Make up a good dummy showing layout, and then explain the idea to prospects. It is not a difficult thing to do, and there are few communities where the display advertising business of a newspaper can not be greatly augmented by such application of energy.

Protect Yourself and Your Readers

We have never heard of quite so many questionable advertising propositions as are at this time flooding at least the smaller newspapers. They come from everywhere and for all things — and strange to relate, the papers are full of the advertising thus unrecommended. Just why newspaper publishers should jump at and take on all such business that comes to them is hard to understand. Few propositions are so important as to require immediate acceptance or quick insertion. There is time to investigate; if not, let it go, or demand cash with the order. There is little business that will suffer by reason of a week's delay while letters of inquiry are being directed to your organization officials or to some one who may have knowledge of the person or firm wishing to advertise. Why, in one case a great big, good looking advertisement accompanied by a most indefinite order came to hundreds of the dailies and weeklies of the country — and it was all composition business, too. A few of them hesitated and made inquiries, but the majority accepted the business and then looked up the advertiser's responsibility, and they are still looking. They now learn that the advertiser was recently convicted and sent to jail for using the mails to defraud. He is reported to have no assets and not much standing in his community. He owes dozens of newspapers for accounts due several years ago. There was nothing that required immediate acceptance of the business or insertion without investigation. Possibly the average publisher feels that all he has lost is a little work and some white paper, and lets it go at that. But how about the readers of their papers who have some rights in the premises? Do they get stung by using the newspapers that thus serve questionable advertisers? Destroying reader confidence in a newspaper is a mighty expensive proposition, no matter where the business comes from or what it pays. Every State and district should have such organizations of newspapers as will help their members protect themselves and their readers from pirates who prey on the public, and the money it costs to have such organizations would be more than paid by the losses sustained by newspapers in serving those who intend to beat them.

Reader Confidence Is Essential to the Welfare of a Newspaper

An experienced newspaper man, recently speaking before a large newspaper convention on the subject of foreign advertising and how to secure it, stressed first and longest the idea of reader confidence as the most essential thing in getting and holding foreign advertising or any other kind. He cited an instance where two newspapers of almost equal circulation had run certain advertising, and the results denoted that one of the papers was worth 600 per cent more than the other in that field. It was reader confidence. The readers of one paper subscribed and paid for it, and therefore read it. Readers of the other paper were largely free listed, bombarded with it, forced to take it out of their mail boxes — and they attached about as much importance to it as it cost them. Character of circulation as well as character of the newspaper is important in getting results, and advertisers usually ascertain what this is before they start an advertising campaign of any consequence. There are some newspapers and magazines with so questionable a circulation that we sometimes wonder how they obtain the certified reports they use to convince advertisers that they have what they claim. They send several copies to the same family and list bankers, corporation men, officials of organizations, etc., thus forcing their publication into the mails so as to claim "circulation" rather than to get pay for their publication and create reader confidence.

It used to be said of an old State daily that it was both the politics and the religion of thousands of families in a midwest State. We have known old men and women who looked for that paper as they looked for their daily bread. What its editor said was both law and gospel to them. They had confidence in it and in the editor. There is nothing to equal that sort of publication as an advertising medium, for it goes without saying that its character would be upheld in the advertising it accepted and published.

Another point brought out strongly by this same speaker was that the publisher should contract and strive to give service besides that of his newspaper. To get on the favored list of an advertising agency or an advertiser is worth something. To remain there requires not only newspaper results but personal attention and service that supplement the advertising. Then the paper is secure in its position with any client.

The days just ahead will emphasize these things to the large and small newspaper publishers. Advertisers may be more particular as to the mediums they use, if not in the amount they spend with such mediums. But where results and service are shown there is no expense or payment grudgingly made. In the smaller newspapers of the country, covering the most desirable of all advertising fields, business is begging for character, service and results, and through study of their favorable position these publishers can improve their strategic position and "bring home the bacon."

Contests at Press Meetings

Even though the vast majority of newspapers and publishers represented at district and State press association meetings do not enter the contests for prizes offered for special purposes at such meetings, we have observed that all take a great interest in such contests. The conclusion is that it is stimulating to the best editorial attainment, the best mechanical skill and care, the best farm page arrangement and the best community service when prizes are offered for these or other ideals.

We note that at the recent convention of the South Dakota Press Association where prize ribbons were the awards, the competition was along new lines, and very competent judges awarded prizes, as follows:

Class A, best front page makeup: First, *Dell Rapids Tribune;* second, *De Smet News;* third, *Woonsocket News.* Honorable mention: *Canova Herald, Groton Independent, Hot Springs Star.*

Class B, best editorial: First, *Brookings Register;* second, *Clark County Courier;* third, *Hot Springs Star.*

Class C, best farm news page or department: First, *Miller Press;* second, *Canova Herald;* third, *Groton Independent.* Honorable mention: *De Smet News, Clark County Courier.*

Class D, best farm advertisement: First, *Volga Tribune;* second, *Sisseton Courier;* third, *Union County Herald.*

It was announced that this contest would be made an annual event in the winter meetings of the press association.

Also at the Iowa Press Association convention in February some of the very finest weekly newspapers imaginable were hung in the contests. A front page makeup contest was inaugurated in Iowa some five years ago, with a silver cup provided by the *Des Moines Register-Tribune* as the prize. Each year this has resulted in marked improvement of front pages shown, until this year the winner was well nigh perfect. *The Carroll Herald* won the cup, with the *Storm Lake Register* and the *Carroll Times* honorably mentioned as closest competitors.

Another silver cup was offered by the Sigma Delta Chi, a national journalistic fraternity, for the best community service rendered by any country or community newspaper during the past year, rather a new and novel contest and not well understood, but it will grow. *The Oakland Acorn,* in a community of 1,500 people, won the cup for special efforts put forth by the paper in community betterment. A third silver cup was awarded for the best handling of farm news departments. This cup was given by the *Ames Daily Tribune* and caused some keen competition, the *Denison Review,* with a most remarkable showing, capturing the prize. Good seconds were the *Sac County Bulletin* and the *Traer Star-Clipper.*

It is said in these and other States there will be some greater effort for new prizes another year, and they will result in the betterment of all newspapers.

Observations

It was a delight to hear recently from an old friend, a newspaper publisher in a small city, with such comment as this: "Well, here I am bothering you with questions again. And did you notice the sun rose just the same the next morning after the administration changed hands? I have seen many of them change, for I am just nearing my eightieth birthday. I never had better health in my life; I work every day and


WALTON REPORTER

This first page, from the Walton (New York) *Reporter,* is neat and well balanced, as well as interesting. The paper all the way through measures up to the same high standard. Publishers desirous of a good example could obtain copies of the *Reporter* and study them to advantage.

wouldn't change places with the president of the United States. My gross business has doubled in the past few years and I had to pay a comfortable income tax this year, first time in my life. The rates you suggested have worked out well, as you said. Thanks."

We have seen it proved again recently — too many fellows determine on entering the newspaper and printing business in fields where there is not room for more, facing a fight of ten years, if not certain failure, by making this mistake. Better a hundred times negotiate for the purchase of a plant already in such a field than put in new equipment and take the chances of making another business pay. With hundreds of fine openings available, why do men get boneheaded in regard to such matters?

Newspapers make a great mistake in adopting too much of a sliding scale for display advertising. This is especially true of the smaller dailies and weeklies of the country. What is the use of a rate card that makes it impossible for an advertiser or agency to figure out in advance what a certain advertisement is going to cost? Why not make it a flat rate, or nearly so, and make it high enough to cover all contingencies and let it go at that? The agency then can at least give such newspaper fair consideration and will be more likely to do so than when there is any doubt about the cost.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS

BY J. L. FRAZIER

J. F. CONROY, Dayton, Ohio.—The Christmas issue of *Dayton Moneyweight* is a handsome one. Good typography, excellent makeup and the finest of presswork combine to form a publication that is decidedly interesting and pleasing.

TIMES PUBLISHING COMPANY, Houlton, Maine.—The *Times* is a handsome paper all the way through. Every feature in its production appears to have been given careful and intelligent attention. Advertisements, particularly, are excellent.

Walton Reporter, Walton, New York.— Credit for the best newspaper reviewed in this issue belongs to the *Reporter*. There is no feature of importance that is the least faulty. The dignified and pleasing, yet thoroughly interesting, first page is reproduced on the preceding page.

SIMOND ADAMS, Haverhill, Massachusetts.—The double page spread appearing in the *Gazette* of November 17 — reviewed thus late because it has been misplaced — is an exceptionally fine specimen of its class, the bold bargain style of department store advertising. Balance is excellent, and even without illustrations the advertisement makes a striking appearance.

The Westby Times, Westby, Wisconsin.— Outside the fact that you use entirely too many styles of type in your advertisements, types that do not harmonize because of difference in shape or in character of design, the *Times* is remarkable. The advertisements are arranged and displayed in a wholly satisfactory manner, and the presswork throughout is very good.

American Standard, Sumner, Washington.— Your first page makeup is excellent. Presswork is good and the advertisements are well arranged and displayed. Not the least pleasing feature is the general use of light rule borders. The employment of overbold and decorative borders is the fault we are called upon most often to point out in papers sent us for review.

CHARLES E. GROTE, Vanceburg, Kentucky.—The *Sun* is excellent in all ways. Presswork is altogether out of the ordinary; just the right amount of ink, uniformly distributed, gives the pages a clean and clear cut appearance. Advertisements are well displayed and conservatively arranged along simple lines. The first page makeup is decidedly interesting and is pleasing, too, in spite of the fact that it is not symmetrical.



First page of Christmas special of the *Weekly Press*, Christchurch, New Zealand. This is a pictorial souvenir edition and is characterized by the finest of presswork, from excellent halftones which illustrate scenic wonders found in that interesting land.

The Souvenir Christmas edition of the *Weekly Press*, Christchurch, New Zealand, has made its appearance at the office of THE INLAND PRINTER, chock full of interesting scenic and folk pictures made in that land of scenic wonders. The presswork, as usual, is the mechanical feature calling forth highest praise. The cover, printed in black, orange green and gold from a most unusual design, is striking and yet pleasing. It is reproduced.

The Times-Record, Spencer, West Virginia.— First page makeup is excellent on all issues sent us. Presswork is not so good as it should be, being pale and lacking in uniformity of color on the various pages and on different parts of a single page. Advertisements are satisfactorily arranged and displayed, but the use of borders having well defined and highly attractive units should be avoided as they are too prominent. We suggest the use of plain rules as borders.

The Whitewright Sun, Whitewright, Texas.—"Excellent" best characterizes your paper. The first page makeup is decidedly pleasing and the presswork throughout is a model of its class. Practically all of the advertisements are good, too, the exceptions being those in which too large sizes of type are employed and which therefore appear, and are, crowded. You will note that the advertisements with plain rule borders are more pleasing than those in which fancy, "spotty" and decorative borders are employed.


FULL ASSOCIATED PRESS DISPATCHES — THE SUN — PITTSBURG'S GREATEST NEWSPAPER

LEAGUE VOTES TO END ARMENIAN WAR

OVER CONFIDENCE CAUSED DEFEAT OF GENERAL WRANGEL

Report Sales Of Army Materials

COST OF LIVING AND WAGES ARE ON THE DECLINE

Takes Right to Save Small Boy From Big Eagle

DECLARES CIVIL ADMINISTRATION IS OPPRESSIVE

Herding to Reach Yeagir's End Today

THREATEN TO USE ARMED FORCES IF MEDIATION FAILS

CALAMITY HANGS OVER REPUBLICANS

PITTSBURG SENDS BIG DELEGATION

BRING WOMAN IN BARON CASE

DEMOCRATS WILL BE CONSULTED

CHESTER'S MIND SEEMS IMPAIRED

Identify Victim of Revolver Battle

France and England Confer on Crisis

President-Elect Coms New Word

Gasoline Output Records Broken

Interesting and attractive first page makeup of the Pittsburg (Kansas) *Sun*, which won first prize at the Kansas Editorial Association meeting, recently held at Manhattan. You can see at a glance that able and enthusiastic newspaper men and printers are found together on the *Sun* force.

The British Columbia Federationist, Vancouver, British Columbia.—The first pages of all the issues sent us are exceptionally well made up. The headings are interesting and are not too large or too small, nor are there too many or too few of them. We regret it was considered necessary to mar the excellent makeup of one or two of the copies sent us by placing advertisements on the first page, but as these are small and at the bottom of the large pages the effect is not so bad as if the advertisements were larger or the pages smaller.

J. C. CARPENTER, Oswego, Kansas.— You apparently do not miss the equipment of a city plant, to which you referred when asking us to bear that fact in mind in expressing our opinion of your work. The trouble with most work is too much type equipment — of the wrong kind, rather of too many kinds. A large variety of type is not essential to good work; few styles and big fonts are more essential. The four page advertising circular for Van Alstine & Carpenter is effectively displayed and yet it is neat in appearance and suggestive of quality merchandise because of the use of light face display and figures.

The Star, Bloomington, Indiana.—The first page makeup is interesting because of the number of news headings thereon, and pleasing because of the style of the headings and the symmetrical manner in which they are placed. Presswork is also good, although subject to some improvement, as the inking is pale in places and unevenly distributed. Advertisements are quite well arranged and forcefully displayed generally, the weakness being in the use of too large a variety of decorative borders, which affect the paper as a whole rather than individual advertisements. The two page spread of cards appearing in your holiday issue is exceptionally well handled.

R. M. COFFELT, Pittsburg, Kansas.—The *Sun* is excellent in every respect and thoroughly merits the honor it was accorded at the State Agricultural College meeting, of being the best newspaper in the State. The interesting and attractive first page of one issue — not, so far as we know, the prize winning edition — is reproduced. It runs the Walton (New York) *Reporter* a close race for honors in the little contest the editor of this department conducts every month among the papers he receives. It is a pleasure to know, too, that the man responsible for the makeup of the *Sun* was at one time an ad. man on a newspaper, in the composing room of which the writer was foreman.

O. E. BUTLER, Grove, Oklahoma.— If we remember aright you have made a great improvement in the *Sun* since we examined it a year or so ago. Presswork is excellent and the first page is chock full of interesting local news. Improvement in the first page would be made, and interest added, by the use of some display news headings. There seems to be space on the inside pages

for the two advertisements appearing on the first page. The rule borders, six point, are too thick and black, and for that reason — and also because the size emphasizes the bad corner joints — they mar the appearance of the advertisements and the paper as a whole. Otherwise the advertisements are well handled.

The Recorder and Times, Brockville, Ontario.— Your Centenary Jubilee issue, proclaiming the fact that the *Recorder and Times* is Ontario's oldest newspaper, is a most commendable one. It is excellent in makeup and is


Best Wishes For a Prosperous New Year Expressed by the Holyoke Business Men

Holyoke Enterprise

Banking Institutions of City Show Gains In Past Years

Unusually Good Farming Land Insures Our Future

Opportunity Abounds in Holyoke and Phillips County for the Homeseeker of Thrifty Habits

Phillips County School System Best In State

New Sears Hotel Open to the Public this Week

Holyoke Hospital Offers Exceptional Advantages

Make Resolutions to Boost All During the New Year

Unusual first page from Holyoke (Colorado) *Enterprise*, illustrating unusual type of news headings that go a long way toward giving the paper a character of its own. There are too many headings, we believe; and larger ones are used on some of the stories than their importance merits, but the fact that this is a special industrial edition makes that fault excusable.

exceptionally well printed. The historical matter, illustrated by reproductions of some of the earliest issues, is decidedly interesting. Advertisements are well arranged along simple lines and are forcefully displayed, the only fault of consequence being the use of several styles of type in single advertisements, especially because the different styles do not often harmonize. The appearance of the pages as a whole would be improved if the advertisements were pyramided.

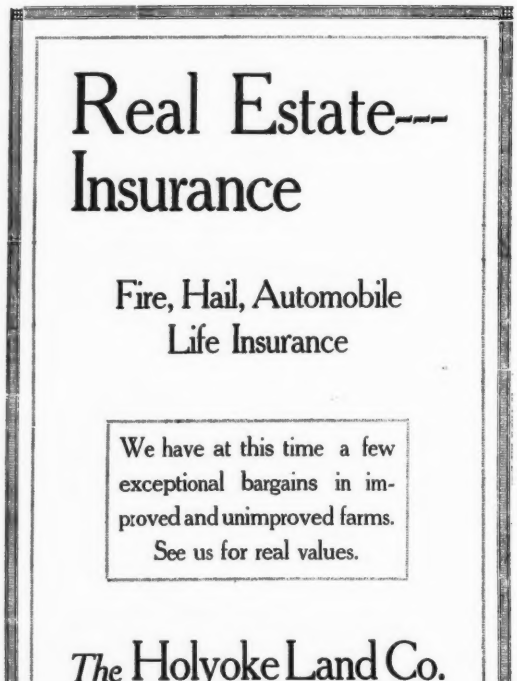
The Holyoke Enterprise, Holyoke, Colorado.—The use of Cheltenham Old Style Italics in large sizes for news headings is a departure that we are free to admit adds character to the paper. The page is reproduced. Presswork is remarkably good, and the advertisements are altogether out of the ordinary, as the one herewith reproduced will demonstrate. The big lesson to be gained from a study of the pages from your paper is that effectiveness in advertising display and newspaper making does not depend in the least on the use of bold face types. Effective display is obtained with light face types by contrast of size, change of face, and white space, and can very well do without difference in tone.

Henry Current News, Henry, Illinois.— Every feature about the paper is good, not the least satisfactory being the presswork, which is clean and uniform. First page makeup is excellent and the advertisements are thoroughly satisfactory, especially as to arrangement and display. The fault is in the use in some advertisements of types that do not harmonize, an extra condensed block letter, such as that in the news headings, being used with such letters as Cheltenham Bold, Jenson, etc. Avoid the mixing of faces, as they not only make advertisements displeasing in appearance but often make them difficult to read. All in all, however, the *News* is an outstanding publication in its field, the field of the so called "country weekly."

S. B. Heath, Groton, Vermont.—The page advertisement for the One Price Cash Store appearing in your issue of January 14 is excellent. While the display is heavy in the different panels, the fact that the type is relatively small and of light face makes the fault rather a virtue, as it enables the reader to grasp almost at a glance the points made. Balance is very good. The main display at the top might consistently have been larger and in a style of type more attractive than the block letter used. While the appearance of the advertisement would be improved by the use of more stylish types and fewer of them — something, we realize, quite impossible in a small town paper — it is excellent from an advertising standpoint, which, after all, is most important. It is mainly because a good appearance contributes toward making advertising more productive that we even mention it in the case of display work so excellent in other respects. Certainly the presswork could be improved, and the advertisements, too — which, however, must be considered satisfactory — but, all in all, the paper is commendable.

Emery J. Demers, Ware, Massachusetts.—The *News* could be greatly improved in appearance. Presswork is very poor, one part of a page often being overinked, with the remainder pale. The first page is made up without semblance of order in the arrangement of the display units thereon — news headings, illustrations, etc.— in accordance with their size and style. The advertisements are nicely arranged and well displayed, in fact, and in so far as those features are concerned, they are the outstanding features of the paper. The fact that the type faces used are of displeasing design — mainly styles that have not been cast in many years because of the introduction of far more attractive faces — detracts measurably from the good features of arrangement and display. The fact, too, that the rule borders are inaccurately cut and do not join at the corners, sometimes by a nonpareil or more, adds to the unattractive appearance of the advertisements and the paper. The arrangement of advertisements on the pages is not pleasing, these being generally "worked" to the four corners, and therefore scattered, instead of being placed according to the pyramid, that is, grouped in the lower right hand corner of each page.

Belleville News-Democrat, Belleville, Illinois.— Advertisements are quite well arranged and effectively displayed, but they do not show to good advantage because the pages are overcrowded and look bad on that account. A newspaper's advertising rate should be adequate to permit a fifty-fifty division of advertising and reading matter. There is too much ink, which, with the bold types in use for many of the advertisements and for the news headings, gives the pages an effect that is best described as being slightly bizarre, at least not altogether pleasing to the eye. The makeup of the first page approxi-



Advertisement from the Holyoke (Colorado) *Enterprise* which seems to show that effectiveness of display may be obtained with light face display types. With it, of course, goes beauty to an extent that is out of the question with a helter skelter array of bold and light face display, or with overbold types. Of course consistent use of bold face display is better than mixed styles.

mates that of the sensational newspapers of the large cities. If the desirability of such a makeup is questioned in the large cities — and the fact that the more conservative papers as a rule have the larger circulation and carry the most advertising seems to prove the opposite — then, what must be the verdict in a small town paper where newsstand sales as a rule are nil and where local news of a sensational nature is infrequent? If you loudly proclaim with screaming headlines news items that do not justify such prominence, what will you do if the leading local banker should commit suicide an hour before press time? We do not claim to carry in our minds circulation facts and figures to justify our claim that the more conservatively made up papers have the largest circulation in all the large cities, but conspicuous examples which indicate the drift of public opinion are *The Chicago Daily News* and *The Kansas City Star*.

BOOK REVIEW

This department is designated particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"How and What to Write as News"

Intended as a guide for editors and correspondents in the gathering and writing of news for country newspapers, written by a newspaper man of wide experience, this little book should have a strong appeal to publishers of small city daily and country weekly papers. Editors of these papers frequently feel the need of some definite form of instruction which they can pass on to those who are gathering and writing the news. This book fills that need.

Following the preface and a short introductory note to news editors and correspondents, we find a great amount of informative material under such headings as, "The Kind of Reading Matter a Newspaper Wants," "What Is News?" "Possible News Items," "What Is Not News?" "News That Should Be Suppressed," "Where to Get the News," "How to Get News," "How to Write the News," "How to Tell the Story and What to Say," "What the More Common News Items Should Contain," "Things to Do and Things to Avoid."

The small and lower priced paper bound edition presents an excellent opportunity for newspaper publishers to secure the book in quantities so they may furnish copies to their editors and correspondents.

"How and What to Write as News," by Carl A. Jettinger. Published by the Porte Publishing Company, Salt Lake City. In two editions, cloth bound and with paper cover. May be ordered through The Inland Printer Company.

"Merchants' Manual of Advertising"

As the name implies, this book is indeed a manual of advertising, but the title would give the impression that it was prepared wholly for the merchant. So also would the subtitle, which reads, "Practical Advertising Copy Re-edited and Compiled for the Busy Merchant." Nevertheless it should have a very strong appeal to newspaper publishers who desire to assist the merchants in the preparation of advertising copy and thus reap the reward of the service rendered by increasing their advertising revenue.

It has frequently been stated that newspapers, especially those in the smaller cities, could add greatly to their advertising receipts if they were in a position to give assistance in the work of writing and preparing copy. Not all newspaper publishers, however, are expert advertising copy writers, and it is not an easy matter to prepare just the right kind of copy to meet the varying requirements. This is where this book will prove of great help.

Unlike other works on the subject, this book does not present what might be termed a treatise on advertising. Instead, as its name indicates, it is a manual of practical copy, copy which can be used in the preparation of advertisements. It covers practically every line that will be found in the average general store. The copy is ready for use, so that with a comparatively small amount of effort a good advertisement can be compiled to cover some special line or a number of different lines of merchandise. For example, say the merchant desires an advertisement for ladies' clothing. By referring to the index the section devoted to this line is found, and the necessary description for the specific kind of clothing is selected and copied from the book. Following each section in the book will be found introductory paragraphs, etc., which can be copied and used as they are given. So, through the entire range of merchandise found in the general store — men's clothing, boys' clothing, groceries, etc.— the necessary copy is given ready for use. Another feature which is of great value, and which likewise offers possibilities for increasing business for the printer, is the suggestions given for form letters to be sent out to the merchant's customers. A complete and comprehensive index makes it an easy matter to locate the copy for any given line.

Merchants who are not in a position to maintain departments for the preparation of publicity material would undoubtedly do a greater amount of advertising were it not for the difficulty of writing the copy. Equipped with this book the publisher should be able to assist the merchant, thereby creating a closer contact with him, helping him to increase his sales, and at the same time building up a larger and more profitable business for himself.

The author and compiler, M. O. Blackmore, has had an extensive experience in merchandising. For a number of years he was advertising manager for this journal, during which time he acquired a wide knowledge of printing. Since leaving the printing field he has been connected with a large firm dealing wholly with the medium sized country retail merchants, thus coming into direct contact with their requirements. In compiling the manual he has spent years in studying the matter from all points of view, gathering, planning, re-editing and assembling advertising copy that will meet the requirements of the merchant.

"Merchants' Manual of Advertising," by M. O. Blackmore. Published by the author, 619 South La Salle street, Chicago.

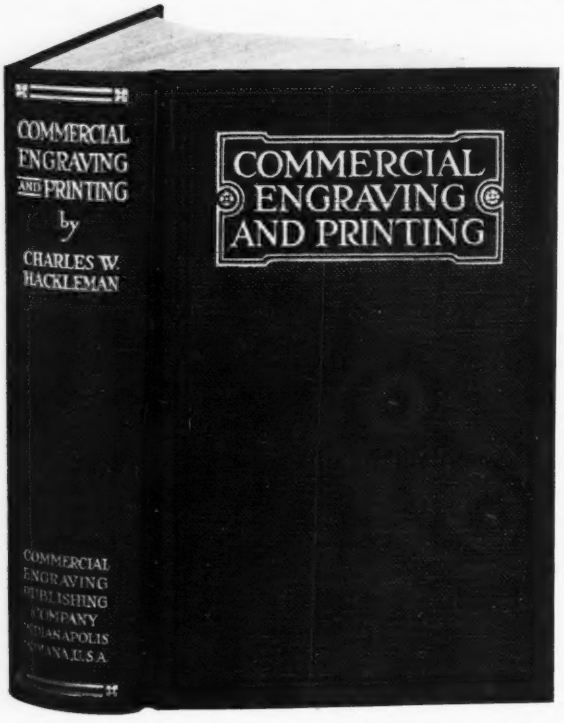
"Concise Latin Grammar"

This book, by Benjamin L. D'Ooge, a professor of Latin in the Michigan State Normal College, is a text book which will be found of great value to those engaged in the study of Latin, not only to the pupils in their first year of the high schools but also to the students who are translating the classic authors usually read in colleges. Statements that are not of immediate benefit to the beginner and which would only confuse him appear in footnotes, where they can be referred to when he becomes farther advanced. The grammar is concise and simple, all superfluous material having been omitted, and it will be found to be complete in answering all questions that arise. A brief history of the Latin language is given in the introduction, and this with the treatment of the Roman calendar appearing in the appendix adds greatly to the interest of the book.

"Concise Latin Grammar," by Benjamin L. D'Ooge. Published by Ginn & Co., Boston, price $1.48.

"Commercial Engraving and Printing" Now Ready for Distribution

This valuable addition to the literature of printing has already been reviewed in these pages, the review being prepared from the advance copy in rough dummy form which had been carefully examined. Copies of the finished work



have been received during the past few weeks, and they fully meet, and indeed exceed, expectations. The work is well described as an encyclopedia of engraving, prepared for those who have anything at all to do with the buying or production of engraving and printing. It fills a long felt need, and will be found valuable as a reference work.

"Commercial Engraving and Printing," by Charles W. Hackleman. Published by the Commercial Engraving Company, Indianapolis. Price, $15. May be ordered through The Inland Printer Company.

"The National Lithographer's Sample Book of Offset Lithography"

"When one speaks of the possibilities of the offset process he speaks of practically all kinds of work done by lithography today. The offset press has advanced so rapidly during the past few years that it now, to all intents and purposes, covers the entire field. A few years ago offset work was confined to bank and office stationery. It was maintained by many lithographers that only work of one color, on hard paper, could be successfully produced by the offset process, but enterprising men, determined to find the full possibilities of the new machine, soon demonstrated that almost any kind of work in any number of colors could be produced by the rubber blanket process, and today there are machines of this style doing all kinds of lithographing in shops all over the world."

The preceding paragraph is quoted from the "Sample Book of Offset Lithography," issued by *The National Lithographer*, New York, and expresses in a very few words the remarkable growth of the offset process since its comparatively recent origin. The field of the offset process has been extending rapidly and it is bound to continue its expansion as time goes on and the possibilities of the process become better known.

This sample book presents an excellent exposition of the possibilities of the process. Four pages are devoted to explanatory matter under the following headings: "History," "Possibilities," "Preparing the Plates," "Paper," "Ink," "Blankets," "Transferring," "Retransferring from Type," "The Offset Press." The rest of the book consists of actual specimens of the work in a rather wide variety. Thus it presents a valuable addition to the practical literature of the printing and allied trades.

"Sample Book of Offset Lithography," published by *The National Lithographer*, New York. Price $1, postpaid.

THE PSYCHOLOGICAL EFFECT OF A JOB OF PRINTING

BY GEORGE W. TUTTLE

THERE'S my friend Smith, now. Good fellow, that Smith, but a bit of a chameleon, susceptible to all kinds of influences. Well, I dropped in at Smith's one day. Everything was edgewise. Could hardly get a civil word out of him. Stenographer jumped every time Smith spoke. Clerks were stepping spry, but I caught one winking at another as though to say, "We know what's the matter with the old man." Now I am strong on mysteries; still I could never solve some of them — why my wife married me, for instance. But here was a genuine, unadulterated mystery. Why was the cat in hiding under the office chair? Why was the old man running amuck? Why was that little stenographer going up in the air every time that Smith opened his mouth? Wanted to ask Smith if he had taken out a growling license, but I remembered that the front stairs were steep and that the street was newly paved, and prudence said, "Better not add fuel to this office fire."

Just then Smith stepped out for a moment. The head bookkeeper, who knows that I am a friend of Smith's, smiled, and said to me: "Old man's all right; it is that job of printing; it is like showing a red rag to a bull."

Then I saw, the eyes of my understanding were opened. Evidently Smith had given some Cheap John printer a job, and in return a job had been put up on him. When the bookkeeper showed me the work I said: "Well, Smith has it mild; he couldn't look as black as this job." Type looked as if it had hobnobbed with Methuselah, or as if it had been in the Ark when it rested on Mt. Ararat — no, come to think it over, it looked as if it never had rested.

Poor Smith! He was a type of the man who will allow himself to be worried to death by a poor job of printing, and then have an imposing stone set over his remains, properly epitaphed, "Here lies in peace, etc."

But brighter days were in store — possibly I should say in the office — for my friend Smith. I called again. The cat purred peacefully in the office chair. The stenographer had gained ten pounds. The look of content on Smith's face was almost heavenly. The dove of peace roosted on every chair. All was bright and serene.

Here was another mystery. The bookkeeper winked, and his index finger pointed to another job of printing — from another printing office, needless to say. It was like a picture of sunset, peaceful and charming. "A printer artist," said I to myself. Smith fairly radiated good nature as I picked up a sample of the work. "Best job ever done for this office," said he. "That printer is a wonder."

Talk about psychology; talk about printer magicians; why, a ouija board is a back number, out of the running entirely.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Zeese-Wilkinson Company in New Quarters

The Zeese-Wilkinson Company, color plate engravers and printers, have announced the removal of their plant from 424 West Thirty-third street, to the Metropolitan building, Court Square, Long Island City, New York. The building in which the new plant is located has been especially designed to meet the requirements of engravers and printers. In their new home the company will have double the floor space of their old quarters.

Hawtin Company Distributing Timely Business Gospel

In keeping with the need of the present time — that is, a general revival of business — The Hawtin Company, of Chicago, is distributing among its customers a sticker which preaches a good business gospel. The sticker is an attractive one, being printed in red with the lettering showing through in white. The wording is as follows. "Buy something from somebody — start today."

Empire Linotype School Adds to Equipment

Word has been received from the Empire Linotype School, 133 to 137 East Sixteenth street, New York city, that six linotype machines have been added to the school's equipment. This increases the battery of machines to twenty-one, thus providing the school with sufficient facilities to take care of additional students.

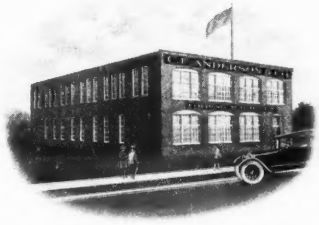
The Centennial of Photoengraving

Few engaged in the printing art realize that it is about one hundred years since the first printing plates were engraved through the aid of photography. Our associate editor, S. H. Horgan, who is a recognized authority on all matters connecting photography with the printing press, is receiving many requests from organizations in the allied printing trades to talk on this subject.

The Printing House Craftsmen, of Newark, New Jersey, heard him on March 24, as did the Pittsburgh Craftsmen on March 31. He also talked before the students at Carnegie Institute. The Connecticut Valley Craftsmen secured him for April 2, and on April 14 he is to appear before the "Poor Richard Club," in Philadelphia. His talks cover the printing press and photography during one hundred years, and as he has been part of it all during fifty years of that time he is well equipped by experience and exhibits to talk on this most interesting and instructive subject.

C. F. Anderson & Co. in New Home

The removal of the firm of C. F. Anderson & Co. to their new home at 3225 Calumet avenue, Chicago, emphasizes a record for service to the printing trades. It is known to a great many, but not generally, that this move marks the culmination of thirty-three years' activity in the city on the part of C. F. Anderson, the head of the firm, in the work of making folding machines, a record of which any manufacturer may well be proud. For sixteen years or over Mr. Anderson was located at his former factory at 710 South Clark street, enlarging his quarters as space became available, and also adding new lines of machinery which he developed. The constantly increasing business, however, outgrew the old location and made it necessary to seek more room. Hence the removal recently to the Calumet avenue address, where the entire building has been taken over.



New Home of C. F. Anderson & Co.

In addition to his folding machines, Mr. Anderson has devised and is now manufacturing wrapping machines, vertical file indexing machines, fiber sign folding and pasting machines, and bundling presses.

Franklin-Typothetæ of Chicago Has Ladies' Night

Saturday evening, March 12, proved a gala time for the Franklin-Typothetæ of Chicago. Nearly six hundred persons, including members with their wives, sweethearts and friends, gathered at the beautiful Gold Room of the Congress Hotel to celebrate the annual ladies' night. After a bountiful repast the assemblage listened to an exceptionally instructive address by Dr. Henry Gaines Hawn, of New York, and an inspirational talk by Dr. Preston Bradley, of the People's Church, Chicago. Wilbur D. Nesbit officiated as toastmaster.

Shortly after ten o'clock the floor was cleared, and those who danced enjoyed themselves for some time. By way of an innovation, high class vaudeville entertainment was interspersed between the dances.

A New Lead, Slug and Rule Casting Machine

A lead, slug and rule casting machine of considerable novelty is being shown in Chicago to interested parties by John S. Thompson, who has just completed the experimental machine. The device is a complete unit, not an attachment for any other machine. Molten metal is pumped into a steel, water-jacketed mold, a vacuum being formed before the metal enters, the resultant product being particularly solid and homogeneous throughout. Six point slugs are cast in continuous lengths at an average speed of 150 pounds an hour, the product being automatically cut into desired lengths. A one-quarter horse power motor is used to operate the machine, and provision is made to prevent escape of the molten metal which would endanger the operator. Arrangements are now being made for the marketing of the machine.

Intertype Corporation Shows Remarkable Gain

The annual report of the president of the Intertype Corporation, H. R. Swartz, a copy of which has recently been received, shows a healthy growth in the business of the company for the year 1920. The comparative statement of profits for the years 1916 to 1920 shows an increase, after the deduction of taxes, from $207,440.45 to $402,282.57.

The report also calls special attention to the largest installation of intertypes during the year, which was a repeat order from the *Cleveland Plain Dealer* for seventeen Model B two magazine machines, making a total of twenty-three in operation in that plant.

The three directors of the company whose terms expired were re-elected for a further term of three years. These are Wellington E. Bull, George F. Morrison, and John W. Herbert.

Enthusiastic Meeting Held by San Francisco Supply Men

The San Francisco Printers' Supply Salesmen's Guild at its meeting of February 10 demonstrated that it is an active organization, fifty members and guests being present and enjoying a splendid program of



William M. Kemp,
President, San Francisco Printers' Supply Salesmen's Guild.

music as well as a good dinner and instructive talks. William M. Kemp, of the Miller Saw-Trimmer Company, president of the guild, presided, and was supported by all of the other officers and directors.

Meyer F. Lewis, of New York, well known as one of the publishers of the "Printing Trades Blue Book," and also through his activity in organizing salesmen's guilds in other cities, was present and gave an interesting talk on the benefits to be derived from such organizations.

An extremely interesting address was given by George L. Rodier, Pacific Coast manager for the American Writing Paper Company, on the subject, "Selling with an Object." Mr. Rodier placed emphasis on the fact that salesmen need confidence in four things — in the goods they are selling, in the customer, in the house they represent, and in themselves.

Whitaker Paper Company Moves Detroit Offices

From the Whitaker Paper Company, of Cincinnati, Ohio, comes an exceptionally attractive announcement calling attention to the removal from the quarters at 46-50 West Larned street, Detroit, Michigan, which have been occupied by the branch house for several years past, to new and larger offices and warehouse at Jefferson avenue and St. Antoine street. Charles R. Heeter, a member of the Board of Directors of the company, is the manager of the Detroit Division, and he is ably supported by a staff of trained and competent experts in both fine and coarse papers. H. E. Bouis, assistant manager, is in charge of the coarse paper section; P. D. Gard, assistant secretary, is in charge of the fine paper section, and W. E. Young, assistant treasurer, is in charge of credits and finance.

In connection with the Detroit Division, branch offices are maintained at Kalamazoo, Grand Rapids, and Saginaw, Michigan, and also at Toledo, Ohio. This division is one of fourteen distributing houses owned by the company and operated by it on a standardized basis, both of merchandising and service. Its watchword is "Service," and the slogan adopted by its salesmen is "Get clean and permanent business at a reasonable profit."

$1,000 For a Cover Design

The Sunburst Cover prize contest has aroused widespread interest among both professional and non-professional artists and designers, the $1,000 prize for the best cover design submitted on Sunburst Catalog Cover paper being a strong incentive to masterly effort.

There was a typographical error in some of the first announcements of the contests for cover designs, which stated that there would be twenty-five prizes of $25 each. The correct division of awards is as follows: $1,000 for first prize; $200 for second prize; $100 for third prize; and twelve prizes of $25 each; making a total of $1,600 to be distributed to the artists winning awards.

It is stated that the designs submitted are to be used for display purposes, and that the artists will secure considerable publicity and advertising in connection with the contemplated exhibits.

Full particulars of the contest and free working sheets of Sunburst Cover may be had by addressing the Hampden Glazed Paper & Card Company, Holyoke, Massachusetts.

Howard Paper Mills Install Added Equipment

During the month of February The Howard Paper Mills, Urbana, Ohio, took advantage of the lull in business and a two weeks' suspension of operation to install new machinery and equipment in the various departments. Both paper machines were thoroughly overhauled and additional dryers were added, so that the mill now has forty-five dryers on each machine, which equals, if not exceeds, the drying capacity of any mill in the country. This additional equipment increases the capacity of the mill twenty-five per cent, and the elaborate and modern method of drying the paper will improve the quality of the product. Considerable work was also done on the buildings and in the steam plant, which means that the mill is now placed in excellent condition for effective operation.

Nearly all of the employees of the mill were given work while the improvements were being made, assisting the skilled mechanics brought from the East to superintend the erection of the machinery.

This period of suspension was the first interruption the mill has experienced, having run continuously for more than ten years. The officers of the company state that they resumed operation with a fair quota of orders and do not anticipate any necessity of again discontinuing, as there has been an increase in inquiries and business shows a very decided improvement.

New Models of Thomson Presses to Be Shown

New models of the well known Colt's Armory and Laureate printing presses will be shown in the exhibit of the John Thomson Press Company at the fourth national printing exposition, to be held at the Twelfth Regiment Armory, New York city, April 20 to 30. In addition, a model 20 by 30 cutting and scoring press will be shown, thus making an exhibit that will include the paper box field as well as the printing trade. Samples of work done on John Thomson presses will be featured.

Montreal Branch of Toronto Type Foundry in New Home

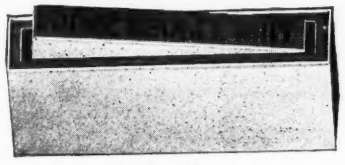
In the accompanying halftone is shown the new home of the Montreal branch of the Toronto Type Foundry Company, Limited, which has just recently been occupied. The building is located at the corner of Jurors and Hermine streets, right in the heart of the commercial center of the city. Of modern construction, with fireproof sprinkler system, ample elevator service for passengers and freight, light on all four sides, the building offers an excellent home for the Montreal branch and will enable the company to increase the effectiveness of its service to customers. A complete stock of modern labor saving machinery, tools, furniture and equipment for the printing, bookbinding and allied trades is carried.



New Quarters of Montreal Branch of Toronto Type Foundry.

The Box-A-Lyne for Type Headings

A new invention, known as the Box-A-Lyne, is being offered to printers by The Box-A-Lyne Company, of Grand Rapids, Michigan. This new device is a single piece, machine cast printing box for all type headings, either hand or machine set, and will box all headings up to four columns wide and forty-eight points high. It is designed to save time in setting heads that are to be boxed, as well as to give perfect corners, as it is cast in one piece.



The Box-A-Lyne.

The device is the invention of an experienced linotype machinist, C. C. Gilleo. Borders are made in several designs, and special designs will be made to order. The boxes are sold by the pound, eight single column or four double column constituting a pound.

Adopt Resolutions Opposing Forty-Four Hour Week

Master printers in the central part of the State of Illinois have formed themselves into an organization for the purpose of advancing the interests of the craft in their territory. The name which has been taken for the new body is the Master Printers' Association of Central Illinois. At the March meeting, which was the second regular gathering besides the original organization meeting, resolutions opposing the proposed adoption of the forty-four hour work week were unanimously adopted, reading as follows:

WHEREAS, it has come to our knowledge that the International Typographical Union and allied unions have made, or are about to make, a demand on the members of the association and other master printers to reduce the hours of labor per week from forty-eight hours to forty-four hours, effective May 1, 1921;

WHEREAS, we believe that the proposed reduction of hours at this time, or at any other time in the near future, would be harmful to the craft, both employers and employed, in that it would advance materially the cost of printing to the customer, retard efficiency and encourage inefficiency at a time when the public is angered at any suggestion calculated to raise instead of lower the price of any commodity which it buys;

WHEREAS, because of the known unfavorable attitude on the part of the public, any action taken at this time to increase the price of printing would result in a permanent and radical decline in orders for printing, similar to that now in evidence in the building industry, to the great financial loss of all engaged in the industry, so that some shops would have to close and many men would be thrown out of employment;

WHEREAS, the present slump in the printing business is so widespread and so serious that everything within reason should be done to encourage the public to buy, instead of adding additional burdens, as the forty-four hour week would certainly do, if adopted;

WHEREAS, this association does not consider itself in any way bound by any action, or alleged action, on the part of any other group agreeing to the forty-four hour week, and it hereby repudiates in the most emphatic way any such action, or alleged action, as taken without its authority, knowledge or consent;

THEREFORE, BE IT RESOLVED, that the Master Printers' Association of Central Illinois in a regular meeting in Springfield, Illinois, March 8, 1921, hereby goes on record as absolutely opposed to the forty-four hour week in whatever form it may be submitted.

BE IT FURTHER RESOLVED, that after the expiration of present contract we unalterably and unequivocally pledge ourselves not to accede to the demand for the forty-four hour week, and pledge ourselves not to make any local or individual contracts with any employee, or group of employees, on the basis of less than forty-eight working hours per week.

FURTHER, that we individually pledge ourselves not to make any contracts with labor unions effective after May 1, 1921, without previously gaining the approval of this association.

FURTHER, that a copy of these resolutions be forwarded to the international unions involved and to their local organizations in cities in which we are represented.

The next regular monthly meeting of the organization is scheduled to be held at Peoria on Tuesday, April 12.

From Import to Export, Progress of Sigmund Ullman Company

The celebration of the sixtieth anniversary of the Sigmund Ullman Company marks an important event in the development of the printing industry. In 1861 Sigmund Ullman, then a youth of nineteen, volunteered for the Federal Army, and was refused. This rebuff, and the many ensuing vicissitudes encountered during the Civil War as one of the few pioneer ink dealers, developed a hardy self reliance and moral courage, the precursors of optimism, which were to prove the asset and justification of the faith in his country's future during those great reconstructive periods and financial crises that are still realities to many.

After the introduction of importations from Germany, which were then far superior to any home products, he eventually associated himself with foreign interests and later started the manufacture of printing inks to meet the special demands of new inventions. The company's rapid growth and the success of Mr. Ullman's initiative along new lines, together with the ever diverging policies of his European associates, led to a severance of relations.

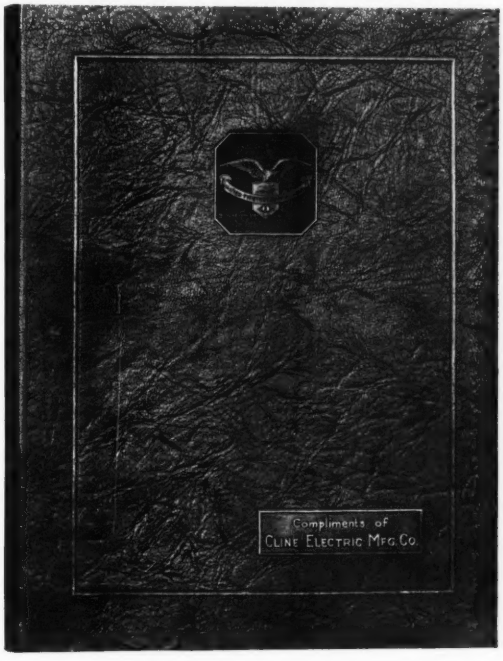
Ground was purchased in New York along the New York Central Railroad, and the first buildings of the new factory were constructed under the advice and supervision of the sons of the founder, James A. Ullman and George W. Ullman. The former spent some years in Europe specializing in the chemistry and manufacture of printing inks. These buildings were added to, and were later demolished and reconstructed in order that the company would be prepared to meet the ever increasing demands in both types and quantities, which accounted for the prewar exportation to Germany alone, exclusive of other foreign shipments, of more products in one year than had been imported by the company theretofore.

Upon the death of Mr. Ullman in 1918, his sons, imbued with his tried policy of stimulating the industry by constant improvements and innovations, and feeling secure in the independent position they held as manufacturers of most of the ingredients necessary for their products, started the construction of additional buildings, designed to double the former capacity and to be equipped with specially invented apparatus and machinery, all of the work of which was carried on under the supervision of their mechanical and electrical engineers.

This firm, whose unique international reputation was made partly as inventors and sole manufacturers of Doubletones and Ullmanine inks for the finest reproductions, is now best equipped to carry on the traditions of the esteemed founder, and at the present time export these products which formerly had to be imported.

Handsome Binder Furnished by Cline Electric Company for U. T. A. Bulletins

The accompanying halftone shows a reproduction of the attractive binder which is being furnished by the Cline Electric Manufacturing Company for preserving the copies of the bulletins issued regularly by the United Typothetæ of America. A similar binder is also being furnished members of the Franklin-Typothetæ of Chicago for binding the bulletins issued by that organization. These binders, beautiful specimens of workmanship, present a splendid method of keeping the bulletins together.



Attractive Binder for U. T. A. Bulletins, Furnished by Cline Electric Company.

New Sample Book of Ideal Gummed Papers

The new sample book of guaranteed flat gummed papers just issued by the Ideal Coated Paper Company, Brookfield, Massachusetts, includes a wide range of grades in white as well as in colored and kraft seal papers suitable for all kinds of labels, including embossed candy seals, etc. It should find a place in the sample file of every printer. A valuable feature of this new sample book is the explanatory matter appearing on each grade of paper, giving information regarding the purposes to which it is especially adapted.

Stovel Company Employees Honor President

It was the privilege of the editor of this journal some months ago to pay a visit to the plant of the Stovel Company, of Winnipeg, Canada, and he can readily appreciate the splendid spirit displayed when the entire staff of employees of the establishment met to honor the president, John Stovel, on Thursday, February 24. The gathering was under the auspices of the Stovel Mutual Club, and was held during the evening at the Music and Arts building, the purpose being to pay tribute to Mr. Stovel on the occasion of his taking his seat as a member of the legislature of the province of Manitoba.

It must be stated that the Stovel establishment is an excellent example of the relationship which should exist among the personnel of any business institution. To this fact is due the present position which the company occupies, as well as its remarkably quick recuperation from the destructive fire which a few years ago destroyed the old plant. Therefore the feeling of fellowship in evidence at the gathering was indeed a happy one.

The veteran accountant, J. D. Conklin, who kept watch over the small details of the business of thirty years ago and now has the responsibility of watching the more intricate problems incident to the greatly enlarged business, delivered an address on behalf of his many fellow employees in which he called attention to the early experiences of Mr. Stovel in Winnipeg, where he located when a young man. He also pointed out that the success of Mr. Stovel was due to his spirit of optimism, his energy and ability, all of which have been recognized by public bodies as well as financial and business houses in the city.

Mr. Stovel, who was taken completely by surprise, expressed his appreciation of the compliment paid him, and stated that he was proud the citizens had considered him a fit subject for election to the legislature, and declared that in that capacity he would endeavor to serve the province in the same manner that he had conducted his own business. He considered of more value, however, the esteem of those with whom he had been associated in the ups and downs of business for so many years.

Testimonial in Chinese Received by Miller Saw-Trimmer Company

A testimonial letter that is somewhat out of the ordinary was recently received by the Miller Saw-Trimmer Company. The accompanying reproduction shows the letter in the form in which it was received. For the benefit of those who are not fluent in the Chinese language we give the following translation:

MUN HEY WEEKLY
BUSINESS DEPARTMENT
16 Pell Street, New York City.
Tel. Franklin 1170.

February 23, 1921.

Miller Saw-Trimmer Company,
Pittsburgh, Pennsylvania,

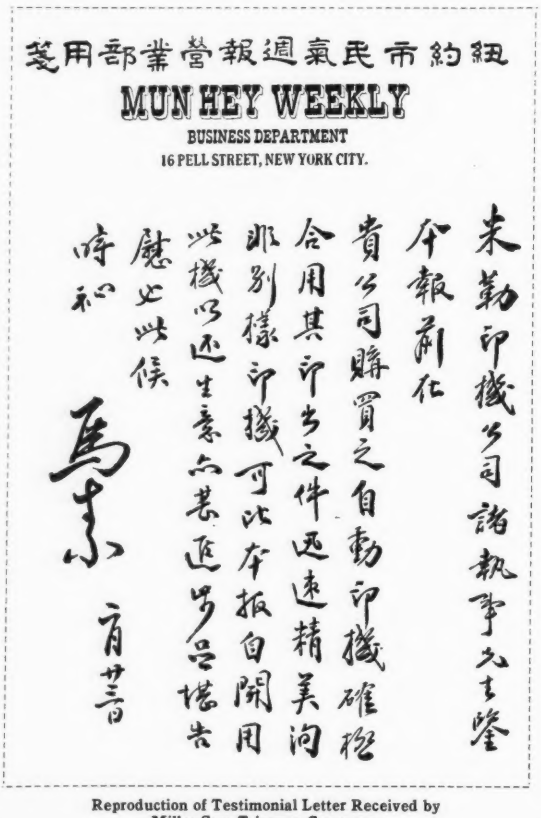
Gentlemen:

Some time ago we bought one of your Automatic printing machines. We wish to inform you that it has given very satisfactory service, and we have found it to turn out work much more rapidly and neatly than any other machine we have used.

Since the installation of your machine our printing business has increased, much of which we might attribute to the efficiency of your press.

Yours truly,
THE MUN HEY WEEKLY.
(Signed) Ma Soo.

It will be noticed that the letter is signed by Mr. Ma Soo, who holds quite a prominent position in Chinese politics, and who is also one of the Chinese Industrial Commissioners to the United States.



Reproduction of Testimonial Letter Received by Miller Saw-Trimmer Company.

Syracuse Firm Produces Big Linotype Job

"A Little Brag About a Big Job" is the title of a folder just put out by the Hickey Typesetting Company, Syracuse, New York. The folder advertises the fact that the company recently produced in record time the biggest job of composition ever let in Onondaga County — the county enrolment, which this year consists of 94,647 names and addresses.

Bids were opened December 15, 1920. The successful bidder was required to sign a contract guaranteeing the delivery of the job by February 15, or pay a forfeit of $50 for each day's delay in delivery. The John Single Paper Company secured the printing contract, and sublet the composition to the Hickey Typesetting Company. The latter firm obtained the copy on Saturday, December 18, commenced the job Monday, December 20, and finished the composition Saturday, February 5. The last of the matter was corrected and delivered Monday, February 7, and the job was completed and delivered by the printer on Wednesday, February 9, six days ahead of the specified time.

The matter, which was produced on the company's six linotypes on twelve em leaded slugs, doubled up, involving the use of seven tons of metal, consisted of 653 double galleys of slugs, 2,720 pages, 192,167 lines, 4,381,702 ems of composition.

In spite of this, the Hickey Typesetting Company turned out, in the last two weeks in January, more than a half million ems of another large job. At no time was any of the regular work neglected.

New Manufacturers of Printing Presses

From Schwartz, Seymour & Co., Incorporated, of New York city, comes the announcement that the company, which has just recently been organized, has equipped a plant with modern machinery and tools for the purpose of manufacturing magazine and newspaper rotary printing presses. The announcement states that the first presses will soon be ready for delivery. It is also stated that the new presses have a great many improvements, special stress being laid on the quality of the work produced on them; a number of patented labor saving features have been included, and the general construction is solid.

The officers of the company are men who have had years of practical experience in building and running web presses. Arnold A. Schwartz, the president and general manager, has operated web presses since the early days of their construction. Ralph C. Seymour, the chief engineer, has been an engineer, designer and inventor for thirty years or more with some of the large press builders.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY
632 SHERMAN STREET, CHICAGO

VOL. 67 APRIL, 1921 No. 1

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

SUBSCRIPTION RATES

One year, $4.00; six months, $2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for $1.00. Under all other headings, price is 50 cents per line; minimum, $1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES

SALES OPPORTUNITY — Prominent New York sales organization having an established trade among printers and lithographers throughout the United States, desires to represent a manufacturer of a product in demand; this is an unusual opportunity to avail yourself of a most efficient sales organization that can produce big results. All communications absolutely confidential. A 338.

FOR SALE — 50-50 cash and terms, modern printing plant; Miehles, Millers, linotype, Cleveland folder, Dexter cutter, etc.; central down town location, reasonable rent; at less than cost to replace; good will, lease, etc., thrown in. Any one with ordinary business ability should do well. CONNER, 96 Beekman st., New York.

FOR SALE — Trade press room; four large modern (almost new) two-revolution presses; low rent, location central, ground floor, convenient to downtown; will make terms satisfactory. This can be made a most profitable business for one or more practical mechanics. BENJAMIN, 96 Beekman street, New York city.

PRINTERS — On account of death, a well-known printing concern in large Western city can be bought for half its invoice; has Pony Miehle press, 4 jobbers, complete bindery, good assortment of type; average business past 90 days over $10,000; thorough investigation given; $8,200 will buy this. A 333.

MINNESOTA JOB and newspaper plant wants superintendent who knows costs, is a business getter and can show results; opportunity for investment later on. Give full particulars in first letter; interview later if desired. A 307.

WANTED — One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALESBOOK CO., Chicago.

WANTED — Printer owning complete up-to-date newspaper and job printing outfit to form partnership with established weekly newspaper in growing Florida town of 1,000 population, winter population 3,000. A 344.

GUMMED LABELS — Rolls or flat; wide-awake printers in each locality to be our representative; liberal commission. "LABELCRAFT," Perkasie, Pa.

UNION OPERATOR can install machine; established shop in Indianapolis or Cleveland. H. J. FULTON, 1725 Payne av., Cleveland, Ohio.

FOR SALE — Good established job printing office in Indiana county seat; price, $3,500. A 224.

FOR SALE

FOR SALE — New and overhauled machinery for printing, binding, and cutting and creasing; cylinders 16 by 21 up to 50 by 74; Chandler & Price job presses, Lee two-revolution presses, paper cutters, folders, stitchers, proof presses, punches and special machinery; Hamilton type and electrotype cabinets, stone frames; 50 by 74 late model Cottrell, 39 by 53 Miehle, 25 by 30 Miehle, 38 by 52 Huber two-revolution press; 20 by 25, 23 by 28, 23 by 30, and 29 by 41 Campbell two-revolution presses; 26 by 38 new Lee presses for quick shipment; 55-inch Kent semi-auto cutter, price $1,200; 25 by 32 Potter self-inking proof press, price $450; 18 by 26 Wesel self-inking proof press, price $250; 8 by 12, 10 by 15, 12 by 18, 14½ by 22 new and overhauled Chandler & Price presses in stock; 14 by 22 late style 6-C Thomson presses; six other Universal and Colt's presses; 3 large and 2 small plants for sale; large stock of secondhand register hooks, stock of S. H. old style Latham register hooks; No. 4 Boston stitcher; 24-inch Rosback power perforator. Tell us your wants and the machinery you have for sale. WANNER MACHINERY COMPANY, 716 S. Dearborn st., Chicago.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; three Kidder two-color 12 by 18 inch roll feed bed and platen presses; one Kidder latest improved 30 by 20 inch one-color roll product wrapping paper press, good as new, immediate delivery, bargain price. GIBBS-BROWER CO., 261 Broadway, New York city. Telephone, Barclay 8020.

FOR TRADE OR DISPOSAL, several fully equipped modern, practically new large size two-revolution presses installed at sixty per cent of replacement upon most liberal terms; an opportunity to swap an old liability for a new asset; extension delivery and 220-volt D. C. motor outfit if desired. Communicate with FRANKLIN, 96 Beekman st., New York city.

Megill's Patent
SPRING TONGUE GAUGE PINS



QUICK ON
Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP
Send for booklet this and other styles.

NEWSPAPER PRESS, stereotype equipment and motors for sale at a bargain; forty-page right angle R. Hoe press in good condition, equipped with Kohler system control, 50 and 7½ h. p. D. C. motors; stereotype outfit consisting of 2 steam tables with gas generator; one matrix rolling machine, 3-ton metal pot, pump gas burners, and casting box, plate shaver, tail cutter and semi auto plate; 18 D. C. Linotype motors with gears, also a number of various types D. C. motors from ½ to 15 h. p.; prices low. THE HARTFORD TIMES, Hartford, Conn., care Business Manager or Mechanical Superintendent.

FOR SALE — Second hand one-color 36 by 60 inch roll product rotary wrapping paper press; one 40-inch and one 50-inch Model S. L. and one 80-inch Model S. T. M. Kidder slitters and rewinders; one 64-inch Seybold-Holyoke automatic clamp paper cutter; four 6 by 6 inch New Era presses; all in good condition; immediate delivery. GIBBS-BROWER CO., 261 Broadway, New York city.

I AM TIRED, DESIRE TO RETIRE — Therefore am offering at a fair depreciated value my profitable printing business most efficiently equipped and located on the 10th floor of modern building downtown Manhattan; low rent, lease, 5½ years to run. If interested, write B. F. C., 96 Beekman st., New York city.

FOR SALE — About 4,000 pounds useful type faces, 6 to 72 point; full cases, used for stereotyping only in large newspaper display ads.; also California job cases and racks with steel runners. For particulars, address WESTERN PRINTING MACHINERY CO., 1214 Pine st., St. Louis, Mo.

METAL CARD HOLDERS for marking type cases, electro cabinets, stock bins and shelves. Send stamp for sample, prices, and free booklet "How to Save Money in the Composing Room." HADDON BIN LABEL CO., Haddon Heights, N. J.

WRITE FOR OUR BOOKLET — If you are a linotype or Intertype user you will be interested in our booklet showing special tools for machinists or those in care of typecasting machines. WILLIAM REID & CO., 538 S. Clark st., Chicago.

JOB PLANT, modern, fully equipped, in southern Indiana city; gross business, $8,000 per year without soliciting; at present in with newspaper plant; will sell purchaser linotype composition from three news machines at cost. A 343.

BACK NUMBERS — Inland Printer, volumes 5 to 57; American Printer, volumes 37 to 54; Progressive Printer; Practical Printer; miscellaneous printers' magazines. Send for list. THE IVY PRESS, Ivyland, Pa.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

FOR SALE — One 16-page Goss press, printing page cut off 23⅜ inches; six, seven or eight columns; complete with stereotype outfit. NEWS, Wheeling, W. Va.

JOB PRINTING SHOP FOR SALE — A modern shop just three years in use; will sell for $2,500, one-half cash; natural gas section. P. O. BOX 1043, Houma, La.

FOR SALE — Goss Comet flat bed press in first-class condition; installing faster machine; make offer. DAILY STAR, Sault Ste. Marie, Canada.

FOR SALE — One 14 by 22 Laureate, one 14 by 22 Colt's Armory press; also John Thomson cutter and creaser; first-class condition. A 352.

FOR SALE — Two 12 by 18 and one 15 by 21 Art Golding jobbers and motors. AMERICAN PUBLISHING CO., Columbus, Ohio.

FOR SALE — Complete job printing outfit, including foot press and one hundred fonts practically new metal type. A 347.

FOR SALE — Cross feeder for No. 4 Miehle press in fine condition; 24-inch stippling machine. A 350.

PRINTING PRESS, 45 by 62, two revolutions; price, $1,000. BOX 157, Xenia, Ohio.

HELP WANTED

Artist

ARTIST with creative ability, good on layouts and good color sense; we also want a good retouch artist. A 337.

Bindery

WANTED — Bookbinder's finisher, thoroughly experienced and capable man accustomed to loose leaf work. Apply DOMINION LOOSE LEAF CO., Limited, 174 Wellington st., Ottawa, Canada.

WANTED — A working foreman for a bindery doing blank books, loose leaf binders, library books and other job work. A 312.

Composing Room

NON-UNION MONOTYPE CASTER OPERATOR — One who can produce and is not satisfied with anything but the best results; steady position and good wages to the right man. MEYER-ROTIER PRINTING CO., Milwaukee.

A LONG ESTABLISHED Boston plant, highest grade book and job work, 5 linotypes, 5 jobbers, 4 cylinders, pleasant fully equipped shop, best of working conditions, wants a man of proven ability as printer-executive; to one who is anxious and competent to advance to complete management, a liberal wage will be given, and if mutually satisfactory, opportunity to secure an interest in a profitable business; letters must give fullest details to insure consideration. A 327.

WORKING FOREMAN FOR COMPOSING ROOM in large city in Ohio; plant is equipped with 4 Miehles, 3 Kelleys, 5 jobbers, 2 monotypes, and growing rapidly; does only highest grade book, catalogue and pamphlet work and general printing; applicant must furnish A-1 references as to ability and be thoroughly capable of handling this class of work and getting maximum results from his help; give all details as to age, etc., in first letter; open shop. A 302.

PRINTER — JOB FOREMAN — We are seeking the services of an A-1 foreman for composing room; must be good stoneman, fast and artistic, and thoroughly capable of handling all character of work; shop doing a big business and standard must be maintained; only first-class men need apply; salary can be arranged satisfactorily to applicant if he can fill bill. Write immediately to RENO PRINTING CO., Reno, Nevada.

WORKING FOREMAN — We have opening with good future for an ambitious printer of good character who thoroughly understands all details of composing room doing better than the average grade of work and has enough knowledge of linotypes to supervise linotype work; good city of 75,000 population in Southwest; open shop; give references and qualifications in first letter. A 335.

LINOTYPE MACHINIST-OPERATOR — Must be able to keep machine in tiptop condition and be able to produce all classes of composition for commercial work; must come fully recommended as to ability and character; $46.50 to start; 48-hour week. A 339.

WORKING FOREMAN (non-union) wanted for composing room in medium-size plant; permanent position; must be well qualified in make-up and imposition; state salary wanted and other information in first letter. A 349.

MONOTYPE OPERATOR WANTED (non-union); combination man; have good permanent position; city of 40,000, good working conditions; give details in first letter, salary desired, etc. Write at once to A 351.

WANTED — First-class display compositor for the better kind of work; one who can manage medium-size shop; married man preferred. HOLBEN-PRINTING, Allentown, Pa.

COMPOSITOR WANTED — First-class job man who can impose and handle an Intertype; highest salary to absolutely steady competent man. A 340.

Editor

WANTED: EDITOR AND MANAGER — Active experienced man under forty years of age as editor and business manager of established weekly newspaper, and executive manager well equipped printing plant; must know what constitutes a creditable weekly and good printing and how to produce same as well as get news and business; particularly an opportunity for effective man who wants a permanent location; fair and sure salary, and per cent of profits or other agreeable arrangement if justified by results; location: Arizona; to report March 26; state qualifications, personal data, salary to start. A 313.

Estimator

ESTIMATOR WANTED by Milwaukee Typothetæ to build a Service Department in estimating for its membership; man must be quick, accurate and thorough in his work. M. C. ROTIER, President, 114 Michigan st., Milwaukee.

WANTED — Experienced estimating and billing clerk; must know printing; references required. L. P. HARDY CO., South Bend, Ind.

Executive

PRINTERS' OPPORTUNITY — Position open for first-class executive for department of copy preparation, proofreading, layout, estimating, and scheduling work; first three items necessary, remainder can be acquired; plant modern, art department, 13 presses, monotype, steel equipment, etc.; building erected for the purpose; best light and well ventilated; open shop for many years; progressive city of 10,000. Write, giving references and full particulars. THE GRAY PRINTING CO., Fostoria, Ohio.

Managers and Superintendents

SUPERINTENDENT (non-union) — A practical man capable of producing and directing high-grade commercial, booklet, catalogue and advertising printing; must be competent to pass on press work and be a good judge of colors; experience in giving O. K. on bindery work necessary; a good opportunity for a systematic man who can deliver work with dispatch; medium-sized plant, operating Linotype and Monotype machines, cylinder and platen press and pamphlet bindery; located in the Middle West. Write fully. A 154.

MANAGER WANTED for plant employing twenty in Havana, Cuba; must be all-around printer understanding cost system, Franklin price list; knowledge of Spanish desirable but not vital; Mason preferred; must be strictly sober; good and permanent job with chance for advancement to right man; tell all, including minimum salary, in first letter. Address TIMES OF CUBA, Havana.

PROCESS WORK —*and Electrotyping*

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, $0.72, Post-free. Specimen Copy, Post-free, $0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by **A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.**

Pressroom

WANTED — A good position awaits the man capable of getting production from automatic envelope presses; the man we employ will be installed with a view to making him superintendent of the plant. In replying give references and state approximately the salary required. THE CHURCH-BUDGET ENVELOPE COMPANY, Salem, Ohio.

NON-UNION CYLINDER AND PLATEN PRESSMAN wanted at once to take charge of medium-size pressroom; must understand Miller feeders; steady position; good salary for good man. Give details in first letter. A 348.

PRESSMAN WANTED — Miehle and Miller; one who can cut his own stock and understands Brown folding machine; highest salary to steady and capable man. A 336.

Salesmen

WANTED SALESMAN — An opportunity for a young man who can sell high-grade direct mail and general printing to form a permanent and desirable connection with an old established printing and engraving house in a Middle Western city of 80,000. A 345.

WANTED — Salesman, experienced in selling printers' equipment; must be practical printer and known to the trade; splendid opportunity to sell new time-saving device now on the market; buyers enthusiastic; high caliber men only considered. A 341.

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. McCOURT LABEL CABINET CO., Bradford, Pa.

INSTRUCTION

PROOFREADING — Special short mail course fully equips you for the proof-room; good positions with large presses; certificate issued. SPECIAL LOW RATE TO COMPOSITORS. Write today for full information. PUBLISHERS SCHOOL OF PROOFREADING, 602 Foster bldg., Madison, cor. 40th, New York.

LINOTYPE INSTRUCTION — Fifteen Mergenthaler Linotypes; established fifteen years; more than 1,000 have attended. Call, write for particulars. EMPIRE SCHOOL, 133 E. 16th st., New York.

MISCELLANEOUS

MAKE YOUR OWN CUTS — Drawings, line cuts, plates of small type forms, letterhead designs, etc., at small cost without expensive equipment; copyrighted, workable process, $1.00. Proofs and full details for stamp. C. I. PEACOCK, 40 Ferris place, Ossining, N. Y.

"PRACTICAL INSTRUCTIONS for Operating the Miller Press Feeders," by former New York erector and demonstrator; $1.00 postpaid. BERT DECK, Box 28, Winfield, Kansas.

SITUATIONS WANTED

Bindery

BINDERY FOREMAN, thorough experience, good executive ability, familiar with all classes of work and machinery, wants position with first-class printing house only. A 328.

SITUATION WANTED — An all-around bookbinder and paper ruler with fifteen years' experience wants position as foreman of small shop; open shop preferred. A 331.

Composing Room

COMPOSING ROOM FOREMAN open for engagement; expert typographer, conscientious executive, accurate proofreader; wide experience on better grade work; small or medium-sized office; union. A. H. FARROW, 51 Richelieu Terrace, Newark, N. J.

Cost Accountant

DO YOU NEED a cost accountant to install or take charge of your cost finding department? I am not a floater; experienced in credit and collections and a student of production efficiency and higher accounting. A 137.

Executive

A PRINTING EXECUTIVE of proven ability wants to make a change; 25 years' experience; knows printing from all angles, both in the mechanical and office ends; will go anywhere. A 129.

Lithographer

LITHO TRANSFERRER and a litho pressman, each in charge of department in his respective line, handling high-grade color work, desire to connect with an established concern that is considering the installation of a lithographic offset department; can guarantee results. A 332.

Managers and Superintendents

SUPERINTENDENT-MANAGER of job shop seeks change to larger field in city of 25,000 or more; possessing executive ability, originality, aggressive and progressive, knowledge of costs, discriminating buyer, close estimator, systematizer; have reduced costs, increased production and made profits in present position; steady, reliable, conscientious, tireless worker, and capable, practical workman of wide experience in all departments; married, 38. A 346.

FOREMAN — Live, energetic man, experienced in high-grade catalogues, commercial work, advertising literature; practical understanding of linotype and monotype; knowledge of pressroom and bindery; capable executive; can look ahead, plan; keen on system, production and profit. A 315.

SUPERINTENDENT-FOREMAN — Capable executive, efficient and systematic, pleasant and agreeable; know the details of all branches of the printing industry; private plant preferred; open May 1. A 270.

Pressroom

RELIABLE PRESSROOM FOREMAN of proven ability, capable, conscientious executive; wide experience on better grade of work; large pressroom preferred. W. S. S., 1831 Washington av., S., Lansing, Mich.

SITUATION WANTED by a good cylinder and Kelly pressman; union. A 269.

WANTED TO PURCHASE

WANTED — A used E-1 Harris envelope press with reverse feed and tape delivery; quote price and state condition. CHURCH-BUDGET ENVELOPE COMPANY, Salem, Ohio.

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel., Barclay 8020.

WANTED — One or two each Nos. 1 and 2 Miehle presses; must be in A-1 condition and not over two years old. HOOD PRINTING CO., Memphis, Tenn.

WANTED — Secondhand Potter proof press; also a Miller saw-trimmer with all attachments; must be in first-class condition, otherwise not interested. A 342.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED — A 16-page Stereo press with full stereo equipment. Give full particulars. DAILY STAR, Sault Ste. Marie, Canada.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

COTTRELL PERFECTING PRESS to take sheet 30 by 40; also Whitlock Pony press; must be in good order. A 334.

WANTED — Meisel rotary sales book press; state full particulars and lowest price. A 117.

BUSINESS DIRECTORY

Advertising Service

PRINTERS — Every time a blotter absorbs ink, its user absorbs the message of the advertisement on its back. I have a series of designs for you. HOWARD HANNEGAN, Advertising Service for Printers, 2003 Lamont avenue, McKeesport, Pa. Member I. T. U.

Bookbinders' Machinery

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock on hand.

Brass Dies for Stamping and Embossing

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city.

Brass Type Founders

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black

CABOT, GODFREY L.— See advertisement.



EMBOSSOGRAPHY

TRADE MARK

The art of producing **flexible** and **permanent** embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street **NEW YORK CITY**

Chase Manufacturers

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Counting Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

Electrotypers' and Stereotypers' Machinery

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

Embossing Composition

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 12 for $1.25, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, $1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Gummed Labels

THE McCOURT LABEL COMPANY, Bradford, Pa., prints gummed labels — specializing in printing GUMMED LABELS in rolls. Turn your orders for gummed labels over to us — we will pay you 20 per cent commission.

Job Printing Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Looping Machines

AMERICAN looping machines for punching-looping, one operation with twine, books, tags, Christmas bells. WARD & McLEAN, Lockport, N. Y.

Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers

UTILITY HEATER CO., 239 Centre st., New York. Gas machines that stop offset and electric troubles, quick dry ink, and are safe for all presses.

Numbering Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Perforators

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

Printers' Supplies

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printing Machinery, Rebuilt

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags

MR. PRINTER — Send TAG inquiries and orders to THE DENNEY TAG COMPANY, Inc., West Chester, Pa., for quick service. Anything in blank or printed, regular or special tags, at lowest trade prices.

Typecasters

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

EMPIRE TYPE FOUNDRY (Est. 1894), makers Wood Type, Metal Type, Reglet and Cutting Sticks. Buffalo, N. Y. Delevan, N. Y.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston. 535-547 Pearl st., cor. Elm, New York.

Wire Stitchers

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Type

EASTERN BRASS & WOOD TYPE CO., 73 Fourth av., New York city. Large stock.

MICHENER'S EMBOSSING COMPOSITION

Hard as stone; ready for use in two minutes; softens quickly by gas flame, hot water or torch. Remeltable—can be used over again. Full instructions and hints on embossing (2,000 words) with each package. You don't have to buy a book to do good embossing.

$1.00 PER PACKAGE

Sold by All Supply Houses for the past 15 years

USED ALL OVER THE WORLD

Also Sold by the Manufacturer
A. W. MICHENER, Grand Haven, Mich.

THE hand never tires that holds the pen that glides over Brown's Linen Ledger Paper. The pen just coasts over its perfect writing surface—no resistance, no effort.

And the records written on Brown's Linen Ledger Paper last forever, because time cannot discolor the sheet or destroy the legibility of the writing. Brown's Linen Ledger Paper is quality through and through—it is made of pure white rags without strong bleaching chemicals. Its great strength makes it ideal for loose leaf systems. It pays to recommend Brown's Linen Ledger Paper.

Write for book of samples and test papers





This watermark identifies the Ledger Papers Linen Papers Bond Papers made by the L. L. Brown Paper Co. who make only quality papers.

BROWN'S
Linen Ledger Papers

L. L. BROWN PAPER CO. ADAMS, MASS., U.S.A.

No. 1A

A PRINTER TALKS

"YOU don't need to spend as much time as you used to, talking paper to a customer. When he gives you an order for forms or letterheads, recommend Hammermill Bond.

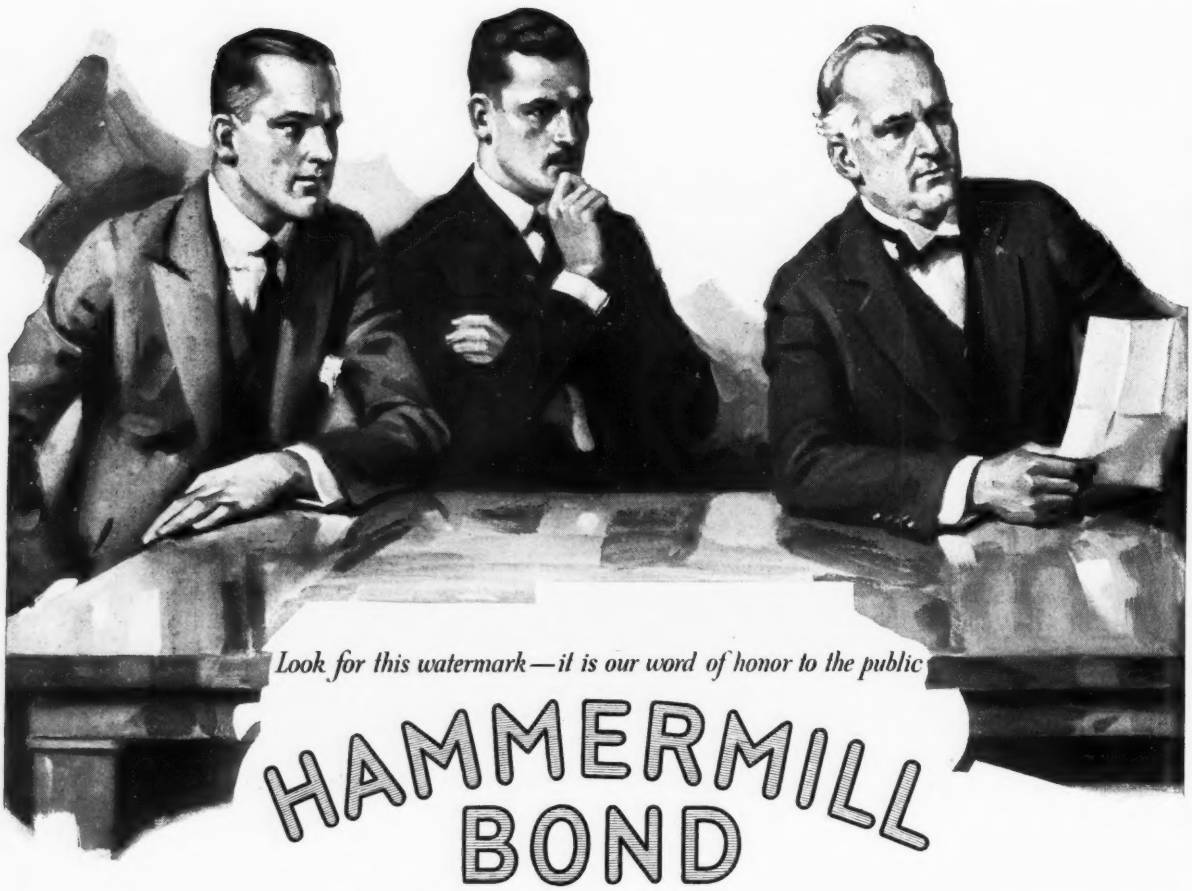
"Everybody who buys printing knows Hammermill Bond, thanks to the Hammermill advertising. All our customers know that Hammermill Bond has the quality for their letterheads, and the forms that go into their files; that it is low enough in price so they can use it for desk-to-desk memoranda.

"Hammermill supplies a dozen different colors for office forms—which means that they're handled more quickly and don't go astray so often. That's a point that counts.

"One more reason why it pays us to use Hammermill Bond, and recommend it—Hammermill is the lowest-priced standard bond paper on the market, enabling us to turn out high-class work at a moderate, satisfactory cost to our customers."

Hammermill advertising creates business for printers. Write for information about our business bulletins, portfolios of specimen forms, and other useful material which we offer free to printers.

HAMMERMILL PAPER COMPANY, ERIE, PA.

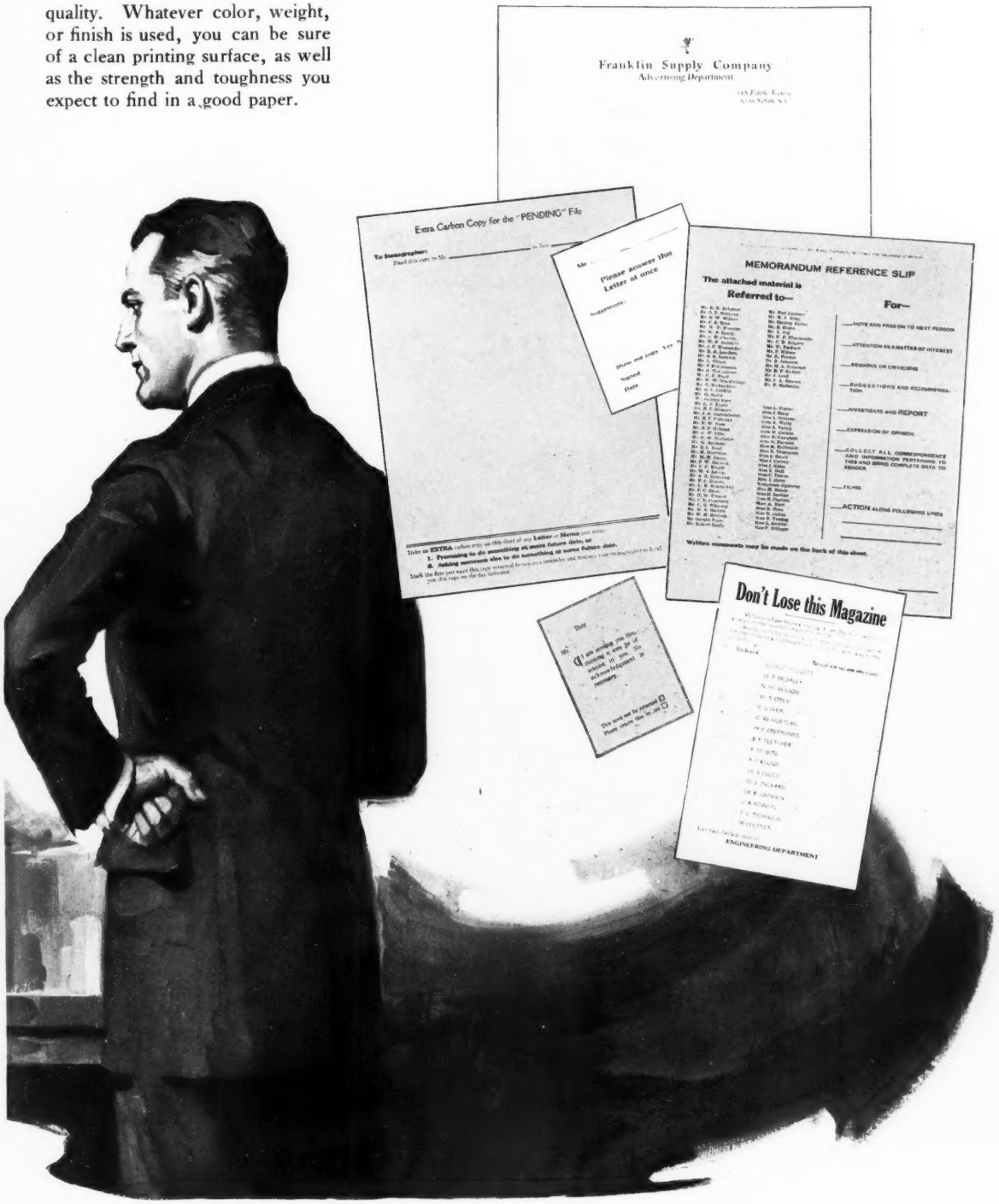


The Utility Business Paper

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

TO HIS SALESMEN

HAMMERMILL colors run uniform. So does Hammermill quality. Whatever color, weight, or finish is used, you can be sure of a clean printing surface, as well as the strength and toughness you expect to find in a good paper.





PRINTERS KNOW

that their success or failure in every job is conditioned on the selection of the right paper.

SAXON M. F. & SPARTAN SUPER

are Whitaker Standard papers of definite and uniform quality. Saxon and Spartan Book have been conspicuous in the paper market for their stability of price, quality and production during periods of great disorganization of supply, value and printing worth. These are safe papers to estimate upon in planning future printing.

THE WHITAKER PAPER COMPANY

Home Office: CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, Indianapolis, New York, Pittsburgh.

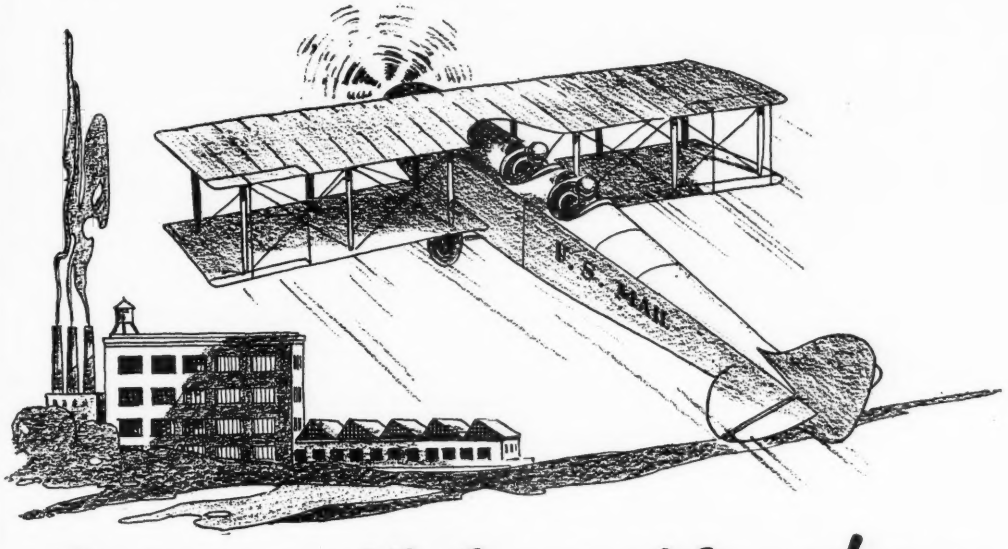
BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Charleston, W. Va., Chattanooga, Tenn., Cleveland, Colorado Springs, Hartford, Conn., Kalamazoo, Mich., Kansas City, Knoxville, Lansing, Mich., Lexington, Louisville, New Haven, Philadelphia, Portland, Me., Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn., Worcester, Mass.

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

HOWARD BOND

WATERMARKED



Carry on with the rapid progress of Civilization

HOWARD BOND is playing a large part in the general advancement of business efficiency. The extensive and ever-increasing orders received by its manufacturers assure them that they are producing a paper which has quality and gives absolute satisfaction.

This assurance together with a very reasonable price makes it the logical business paper of today.

Tear It! *Compare It!* *Test It!*

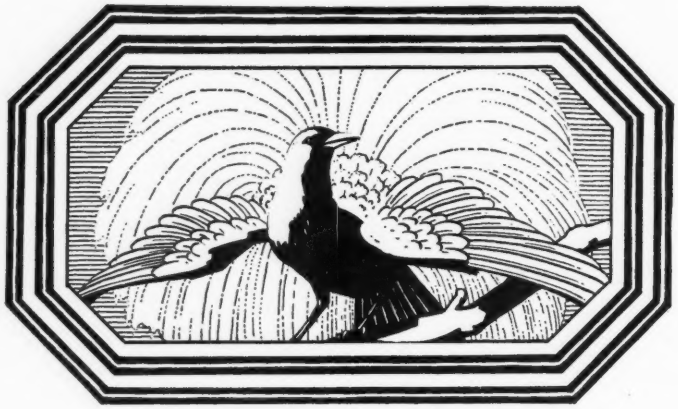
AND YOU WILL SPECIFY IT

Manufactured by

THE HOWARD PAPER COMPANY

URBANA, OHIO

BIRD OF PARADISE COVERS



THE cover of your catalog or booklet should have the combined qualities of durability, beauty in texture and adaptability for fine printing and embossing.

BIRD OF PARADISE COVERS are new in the cover paper world. Without being "extreme," they possess the charm of multitone coloring and a surface that reflects dignity, quality and luxury.

To appreciate their possibilities you must see them. We have for you a sample book of BIRD OF PARADISE COVERS.

Send for your copy today

TRADE CORLISS MARK

A. M. COLLINS MANUFACTURING CO.
226-240 Columbia Ave.
PHILADELPHIA, U. S. A.

Makers of "Ultrafine" Coated Cardboards and Cover Papers

Halftones on CERTIFICATE BOND?



Yes!

Join the CERTIFICATE BOND CLUB

It costs you nothing. The purpose of the Certificate Bond Club is to carry forward Direct-by-Mail Advertising to its *legitimate goal.*

ADVANTAGES OF MEMBERSHIP

1. Your name is referred to advertisers whom the mill interests in pictorial advertising on Certificate Bond.
2. Your business increases thereby in a profitable direction.
3. Your employees regain their *love for the finer things* in the art of printing.
4. Your salesmen take on a kind of enthusiasm which puts them on a better paying basis, for themselves and for you.
5. You get in touch with the spirit and interest of modern direct-by-mail advertising.

MEMBERSHIP: Any conscientious employing printer who will handle inquiries for halftone printing on Certificate Bond. (The make-ready is made perfectly plain to the pressman in the instruction book.)

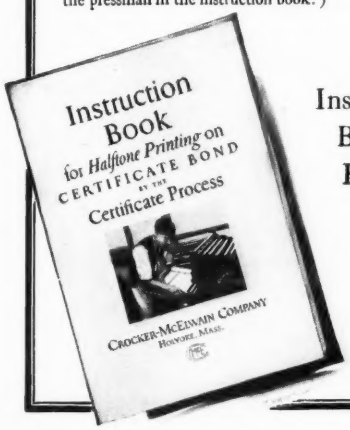
Have You Tried the CERTIFICATE PROCESS?

You will be amazed at the results obtained with halftones on Certificate Bond by the aid of the Certificate Process. It is simple, quick, and positive.

The Certificate Process opens a new and profitable field for you to work in. Many striking and impressive forms of advertising-printing can be produced by it, easily and inexpensively.

CROCKER-McELWAIN COMPANY

602 Cabot Street, Holyoke, Mass.



Instruction Booklet FREE

CROCKER-McELWAIN COMPANY,
602 Cabot Street, Holyoke, Massachusetts.

Please send, without cost to us, your Instruction Booklet, "Halftone Printing on Certificate Bond by the Certificate Process," and the packet containing sheets of Certificate Bond and 5½ x 8½ piece of Certificate Flex-o-Lay.

We wish to join the Certificate Bond Club, which we understand is without cost or obligation except to boost for direct-by-mail advertising.

As members of the Certificate Bond Club, we will gladly send you six specimens of each job done by the Certificate Process, to keep you in touch with the kind of work we are ready to produce. A *Certificate of Merit* is to be awarded us when the proofs we submit indicate proficiency.

Firm Name _____

My Name _____ *Position* _____

Street _____

City _____ *State* _____

Our Press Equipment _____ *Cylinder Presses, Hand Feed* _____ *Automatic Feed* _____

_____ *Platen Presses, Hand Feed* _____ *Automatic Feed* _____

Mr. Printer:

The following letter will interest YOU

THE JOHN DOE COMPANY
PUBLISHERS

DEAR FOLKS:-- Jan. 12, 1921.

It's this way--

Your ad. in the ------- goes right home to us.

We know, our subscribers know, you know and God knows we need the right kind of rollers for our ------- Press, and if you've got 'em, it's up to you.

Our plant isn't very far from Cincinnati.

There are thousands of folks in the same shape that we're in the Country over.

Why not make an example of us? We'll be the patient; you take us into your Roller Hospital, operate and we'll expect to recover. If we do, we'll tell the world about it. It will help us a lot, and it might help The Ault & Wiborg Company, don't you think?

Nobody needs rollers any worse than we do--not that we haven't bought rollers here and there and everywhere--some fair, some poor, some that we won't risk speaking about.

How about it?

Yours, with a prayer for help,
THE JOHN DOE COMPANY,
(Signed) John Doe, President.

(The above is an exact copy of a letter received by us from a representative and progressive printing concern, save that their name, address, etc., are not given.)

Now, Mr. Printer, are YOU not having the same trouble?

THE AULT & WIBORG COMPANY

CINCINNATI, OHIO

Sole Selling Agents of

IDEAL ROLLERS

EASTERN REPRESENTATIVES: **THE AULT & WIBORG CO. OF N. Y.,**

57 GREENE STREET, NEW YORK CITY

SUNBURST COVER PAPER



$1,600.00 for Cover Designs

NOTE THESE POINTS

$1,000.00 Cash for what we consider the best catalog cover design painted on Sunburst Cover Paper; $200 for the second best; $100 for the third; and 12 prizes of $25 each.

We send free uniform sized sheets of Sunburst Paper which the artist is to use. Any one, anywhere, may compete. The contest closes May 30th.

We reserve the right to retain for a limited time all designs submitted, for exhibition purposes, and to buy at prices agreeable to artists any that we wish to retain permanently. Prize winning designs become our property.

The designs are to be painted in oils, water colors, or inks, to show how they would look on a finished catalog cover.

DESIGNERS of catalog and booklet covers are invited to try for our $1,000.00 Cash Prize, to be awarded to the artist submitting the best cover design painted on Sunburst Cover Paper, before May 30th. There are other prizes amounting to $600. This contest is open to all. The cover design may feature any line of business, and there is no restriction as to color scheme or style of treatment. These designs are not working drawings, but painted dummies on Sunburst Cover Paper, such as you would submit to a prospective customer.

To be Exhibited in Large Cities

WE want these varied designs for exhibition purposes in the art clubs of large cities. Designs not winning prizes, but which we wish for our collection, will be purchased at prices satisfactory to the artists. Sunburst Cover Paper is one of the most artistic and widely used cover stocks made, and most commercial artists have already used it in making up some of their most successful catalog covers. We supply free of charge the sheets of Sunburst Cover Paper on which the prize designs are to be painted. If you are not a commercial artist, pass along this page to the artist who does your work—he will appreciate the opportunity offered.

HAMPDEN GLAZED PAPER & CARD CO.

93 CANAL STREET, HOLYOKE, MASS.

FILL IN, CLIP AND MAIL THE COUPON attached below. It will bring you complete information regarding the Sunburst Prize Competition, and also an assortment of working sheets of Sunburst Paper.

PRIZE

HAMPDEN GLAZED PAPER & CARD CO.
93 Canal St., Holyoke, Mass.

I am interested in your prize offer for cover designs on Sunburst Cover Paper, and would like to enter the contest (or have a friend do so). Please send further information and the free working sheets of Sunburst Cover Paper.

Name.....

Firm.....

Address.....

OFFER

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
88-90 South 13th Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
40-42 Peters Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

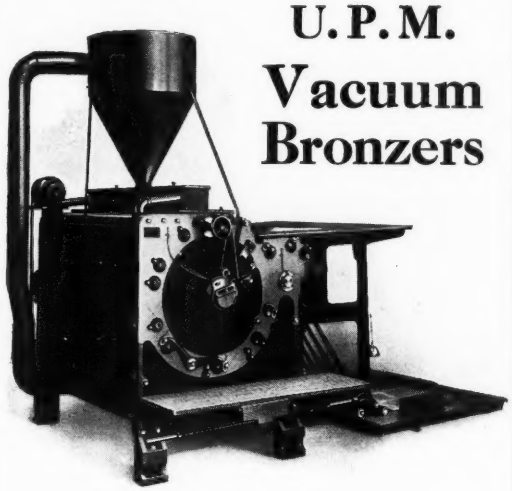
CLEVELAND, OHIO
1285 West Second Street

SPRINGFIELD, OHIO
Shuey Factories Building

United Printing Machinery Company

23 Houses

That use a total of **123 U.P.M. Vacuum Bronzers**



U. S. Printing & Lithograph Co.	24
Robert Gair Co.	9
Forbes Litho. Mfg. Co.	7
Stecher Lithograph Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner Sons & Co.	5
Brockway-Fitzhugh-Stewart, Inc.	4
Columbia Graphophone Co.	4
Heywood Strasser & Voight Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4
A. Hoen & Co.	3
Lord Baltimore Press	3
Maryland Color Printing Co.	3
Multi-Colortype Co.	3
Sackett & Wilhelms Corp.	3
Schmidt Lithograph Co.	3
Victor Talking Machine Co.	3
Wilmanns Bros.	3

RE-ORDERS TELL

This Happened*

Two more presses were needed.

Conferences ended with these words by the manager:

"Before we buy more presses we'll try out the Chapman Electric Neutralizer!"

The test was made on three presses.

Right away the entire plant of seventeen large presses was equipped.

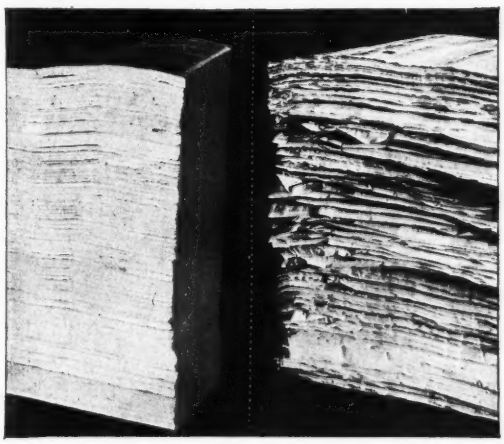
Result for the year:

Seventeen presses with Neutralizers equalled the production of *Nineteen presses* hampered by static electricity. Figure the savings.

Chapman Electric Neutralizer

Makes Presses Deliver Light Paper

LIKE THIS ↓ **INSTEAD OF LIKE THIS** ↓



***We'll tell names to those who ask**

UNITED PRINTING MACHINERY COMPANY

83 BROAD STREET BOSTON | **38 PARK ROW NEW YORK** | **604 FISHER BUILDING CHICAGO**

Manufacturers
of Printing
Machinery
and Supplies

Sell in Great Britain!

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American-made machinery, equipment and supplies essential or advantageous to the printing, box-making, and allied trades.

We Can Guarantee Excellent Business For Good Products

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

WALKER BROS.

(Usher-Walker, Ltd.)

Engineers and Dealers in Machinery and Sundries for the Printing, Box-Making and Allied Trades

Main Offices and Showrooms, 33 Bouverie St., Fleet St., London (E. C. 4), England

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

HOYT

Superior Type Metals

Users of the Linotype in all sections report that HOYT Faultless Linotype Metal has no superior. You, too, will find HOYT metals best suited for all your type needs.

We Also Make

Hoyt N. P. Stereotype Metal
Hoyt Combination Linotype and Stereotype Metal
Hoyt AX Monotype Metal
Hoyt Standard Electrotype Metal

Put your difficult type problems up to us for solution

HOYT METAL CO. 114 Boatmen's Bank Bldg. ST. LOUIS U. S. A.

OFFICES
London, England
Buenos Aires, Argentine
Havana, Cuba
Santiago, Chile
Cape Town, So. Africa
Johannesburg, So. Africa

OFFICES
Bombay, India
Sydney, Australia
Melbourne, Australia
Rio de Janeiro, Brazil
Shanghai, China
San Francisco, Cal.

Exporters and Importers of

Printing Machinery

Paper and Pulp

PARSONS & WHITTEMORE, *Incorporated*

299 Broadway, New York

Reduce the High Cost *of* Make-Ready

Making the form ready in the pressroom is an important element in the cost of the job; inferior electrotypes require a lot of make-ready.

Dinse-Page electrotypes do not.
They lower the cost of production.

Dinse, Page & Company

725 S. La Salle St., Chicago Tel. Harrison 7185

Profit Producing Printing Papers

BONDS	DOCUMENT MANILA
FLATS	ENVELOPE MANILA
LEDGERS	BLOTTING PAPERS
TYPEWRITER PAPERS	ENVELOPES
BOOK PAPERS	CUT CARDS
COVER PAPERS	RULED HEADINGS
BRISTOLS	SHIPPING TAGS
CARDBOARDS	TWINES

TABLET CEMENTS, Etc.

Parker, Thomas & Tucker Paper Co.

535-539 South Franklin Street
Chicago

ADVANCE

Electric Glue Heaters



Do you know you can heat your glue with ELECTRICITY cheaper than with gas or steam?

Let us tell you about our complete line which most large binders are using and find a profitable investment

Complete information on request to

The New Advance Machinery Co.
VAN WERT, OHIO

THE ELLIS "NEW METHOD" EMBOSSING

PATENTED

Gives New Effects

Costs less than 2nd color

Simple and Practical

No Metal—No Acid—No Powder

Net $150.00 cash or terms

You get personal Instruction—Every tool and appliance necessary in neat case—20 ready made Dies, and License to use same for life of patent.

Booklet and Specimens, 10¢

THE ELLIS "NEW METHOD" EMBOSSING COMPANY
140 W. 38th St., New York City



STEADY and severe use of the finished printed piece brings out as nothing else can, the uncommon strength of Foldwell Coated Paper.

In catalogs, usefulness is not jeopardized by loosened pages—for Foldwell holds tenaciously at the stitches.

Sales manuals lose nothing in appearance or force by being opened back and forth repeatedly—for Foldwell's long fibres bend at a fold instead of breaking out into a jagged edge.

It is this Foldwell characteristic that preserves the beauty of exquisite printing after it leaves the pressroom. And it is this characteristic that distinguishes Foldwell from all other coated papers.

To all those who are striving for unusual results in printing we suggest a test of our paper. We will gladly send samples.

CHICAGO PAPER COMPANY, Manufacturers
887 South Wells Street, Chicago

Distributors in all Principal Cities

Foldwell
TRADE MARK REGISTERED

Coated Book
Coated Cover
Coated Writing

19

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

LANCASTER BOND

BEAUTY should be the by-product of real value. When it is so it costs but little. Real beauty reflects honest work and sincere craftsmanship. No one appreciates more keenly the compelling power of beauty than does the printer. Design, form and color are the foundation stones of his business.

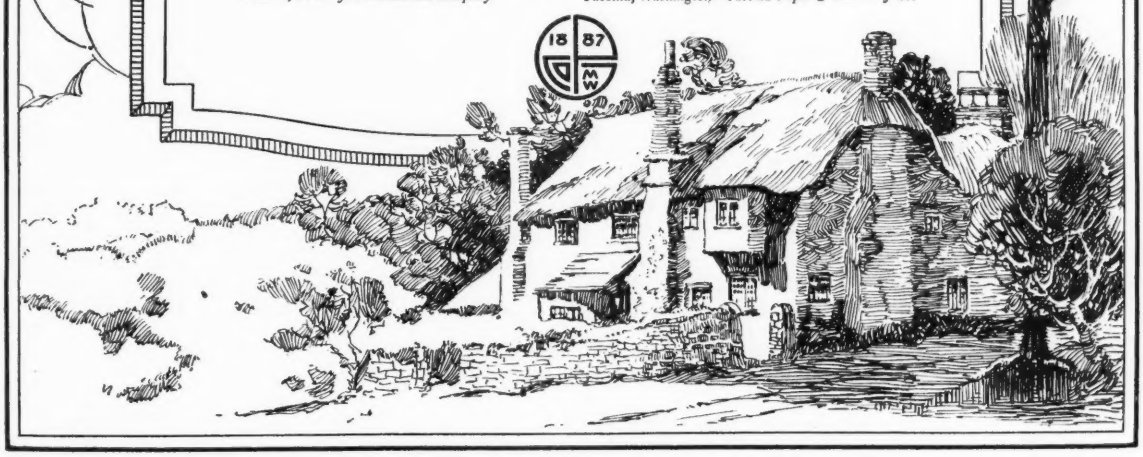
The best effort of the printer is woefully wasted if the paper chosen to form the background of good printing does not have the beauty of texture, formation and color that is the reflection of the best materials well handled by appreciative craftsmen. Lancaster Bond is first *made well*; its lasting beauty follows as the natural consequence of its sturdy structure.

Send for samples from our nearest agent and note its unusually appealing texture, brilliant color and *self-evident quality*. Then use it and discover for yourself its workability on your press, which constitutes its beauty of service.

Made by GILBERT PAPER COMPANY *Menasha, Wis.*

Sold by

Australia—*B. J. Ball & Co. Ltd.*
Baltimore, Maryland—*Barton, Duer & Koch Paper Co.*
Boston, Massachusetts—*Carter, Rice & Company*
Buffalo, N. Y—*Iroquois Paper Co.*
Chicago, Illinois—*Moser Paper Company*
Cincinnati, Ohio—*Chatfield & Woods Company*
Cleveland, Ohio—*Cleveland Paper Manufacturing Co.*
Denver, Colorado—*Carter, Rice & Carpenter Paper Co.*
Des Moines, Iowa—*Carpenter Paper Company*
Detroit, Michigan—*Beecher Peck & Lewis*
Indianapolis, Indiana—*C. P. Lesh Paper Co.*
Los Angeles, California—*Blake, Moffit & Towne*
Louisville, Kentucky—*The Rowland Company*
Madison, Wisconsin—*The Madison Paper Company*
Manila, P. I.—*J. P. Heilbronn Company*
Milwaukee, Wisconsin—*E. A. Bauer Company*
Minneapolis, Minnesota—*The Paper Supply Company*
New York City—*Parsons Trading*, Exp. Agents.
New York City—*Lasher & Lathrop, Inc.*
Newark, N. J.—*Lasher & Lathrop, Inc.*
New Orleans, Louisiana—*Julius Meyer & Sons, Inc.*
Philadelphia, Pennsylvania—*Garrett-Buchanan Co.*
Pittsburgh, Pennsylvania—*The Chatfield & Woods Co.*
Portland, Oregon—*Blake, McFall Company*
Pueblo, Colorado—*Colorado Paper Company*
San Francisco, California—*Blake, Moffit & Towne*
Seattle, Washington—*American Paper Company*
Spokane, Washington—*Spokane Paper & Stationery Co.*
St. Paul, Minnesota—*Leslie Donahower Company*
Tacoma, Washington—*Tacoma Paper & Stationery Co.*





Paper is part of the picture

Every printer knows that some papers seem right for some advertising purposes and wrong for others.

This is true because Paper suggests definite ideas, atmospheres and impressions by means of its texture, color, weight, form and feel.

Thus a heavy, rough-textured STRATHMORE EXPRESSIVE PAPER suggests Ruggedness.

A fine-textured STRATHMORE EXPRESSIVE PAPER, Refinement or Elegance.

A mauve STRATHMORE EXPRESSIVE PAPER, Femininity.

A pale blue STRATHMORE EXPRESSIVE PAPER, Coolness.

STRATHMORE EXPRESSIVE PAPERS are offered in so great a diversity that you can easily select one that creates the correct "atmosphere" for any business or product.

The appropriate STRATHMORE PAPER reiterates and re-enforces every word you print upon it.

Are you a great Strathmore user? Many printers find that the use of Strathmore greatly increases their sales of printing. Let us show you why.

Write for the Strathmore Demonstration Set. It tells the whole story of Expressive Advertising at a glance. STRATHMORE PAPER COMPANY, MITTINEAGUE, MASSACHUSETTS, U. S. A.

STRATHMORE

Expressive Papers

STRATHMORE PAPERS

CROMWELL

Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make-ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper sent on application.

The Cromwell Paper Co.

Department I. P. **Jasper Place** **Chicago, Ill., U.S.A.**

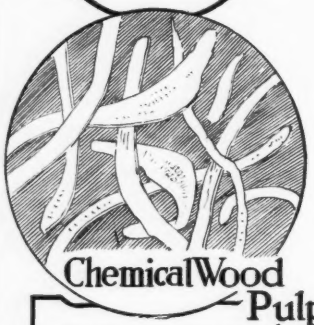
Trade  Mark

Magnified 50 Diameters



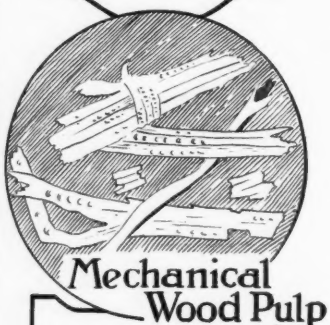
Rag Fibres

To convert rags to paper-making fibres such as are shown above, the rags, after being sorted, are boiled in a strong chemical solution. For further information about rags see article No. 1 of this series.



Chemical Wood Pulp

This pulp is made from logs — usually pine or poplar — after the bark has been removed. These logs are mechanically reduced to chips and boiled in a soda or lime solution until the fibres are separated and made pliable. This pulp is referred to as sulphite, in the accompanying article.



Mechanical Wood Pulp

To make mechanical Wood Pulp the logs are first cut into short chunks, then ground by huge grindstones. These stones revolve in water which carries off the "ground wood" in the form of pulp.

Making Bond Paper

for

Bermingham & Prosser Co.

The Eighth of a Series of Articles on Paper Making

The wide difference in texture and quality between coated or uncoated book papers and bond or offset papers is in the pulp preparation. The same machine may be used to make both sheets except that the machine must be run "in low" for the manufacture of bond.

The use of a "filler" in manufacturing finished printing papers gives the calendars a substance on which to work in producing a lustre. Bond and offset papers contain little or no clay or filler. The better grades of bond are almost entirely made from rag stock, although wonderful results are now being secured with all-sulphite stock.

Strength, hardness, color and crackle are desired in a bond. A rag sheet with no sizing is almost as soft and absorbent of water as a piece of old cloth. To make this sheet crackle — give it stiffness — it must be hard sized. Most sizing is a chemical mixture consisting largely of rosin.

Sulphite bond under modern manufacturing conditions can scarcely be distinguished from rag without a microscopic examination. The rag sheet is tougher — more enduring. Sulphite itself is a wood pulp prepared in such a manner that the wood fibres are not destroyed or shortened.

Bond and offset papers take only a very low machine finish, sometimes run through simply four or five rolls on one calendar.

Millions of letters are monthly written on various grades of Bermingham & Prosser Bonds. Our assortment comprises grades from the inexpensive utility bond to the richest available ALL RAG bond and ledger papers.

Write us before you print.

BERMINGHAM & PROSSER CO.

KALAMAZOO, MICHIGAN

New York Office
501 Fifth Avenue

Chicago Office
10 S. La Salle Street



Immediate Shipments on Envelopes—To Meet Your Final Low Ebb Price

We are now prepared to make shipments from stock on all standard commercial and catalog envelopes — in the staple papers — wood, rag, bond, manila or kraft — on the same day your order is received.

This gives you an opportunity to hold up the placing of your envelope orders till as late a date as your good judgment deems advisable in order to take advantage of any decline in price which may occur in the meantime, with the assurance that our prompt delivery offer will be of assistance to you in making good your final delivery date to your customer.

A Genuine Service to the Printer

This offer of *immediate shipment* is just another factor toward the betterment of our Service—another indication of the close cooperation which we are constantly striving to intensify between the printer and ourselves.

Our Service is perpetually a Printers and Lithographers service—we deal with no others.

Whatever may be your needs in envelopes, get in touch with us before assuming you can't get what you want when you want it. We supply you envelopes in assorted lots at straight lot prices with the regular straight lot quantity discounts.



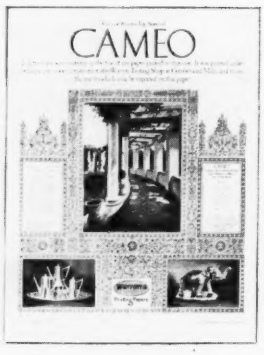
Tell us your immediate requirements—write today. Ask for our FREE Service Book. It contains valuable information for you.

W-Notched Under Flap Reg. U.S. Trade Mark

Western States Envelope Co. Milwaukee

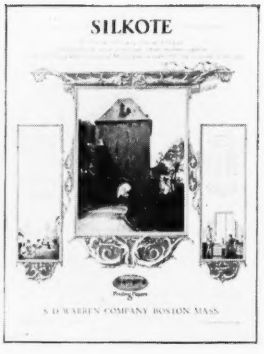
Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade













Stitches in Time

LET'S test our paper as soon as made, on presses right here at the mill." "O. K.," replied everybody.

That was years ago. It was a step that led to far-reaching effects in the "art preservative."

From every run of Warren's Standard Printing Papers, samples are cut and printed under ordinary press-room conditions. These are the Warren Top Sheets shown on this page. One of them is laid in every case of Warren's Standard Printing Papers.

If the Top Sheets come out O. K., we know that the run will print well if handled with ordinary care and intelligence. If they do not come out O. K., the run is stopped then and there, and the paper rejected.

That fact means something to the printer—his paper comes to him already tested by actual press-runs.

Besides this, Warren Top Sheets carry useful information about inks, plates, and other points of technique.

Just how far this mill-press test will lead, we do not know, but it is still leading. There is an interesting story just in our records of thousands of ink-results.

But two other definite results can be noted. We can serve the printing trade with more good paper per machine, because we have an automatic stop that prevents poor paper from getting in the field with a resulting high cost of poor work.

better paper and better printing

REG. U.S. PAT. OFF.
Warren's STANDARD
Printing Papers

S. D. WARREN COMPANY
BOSTON, MASS.

WARREN'S STANDARD PRINTING PAPERS



The Charm of a Laid Cover

THE Italians, with that appreciation of art characteristic of Latin races, quickly recognized the beauty of laid papers. The soft shaded effects gained by the stripes in such papers please the eye and quietly convince the reader of handmade qualities.

However, the almost prohibitive cost of Italian Handmade Papers for commercial printing worked against their use in America. Neapolitan brought to the market a moderate-price cover that closely resembles Italian Laid Paper.

Neapolitan Covers are part of The Lindenmeyr Lines. Warren's Standard Printing Papers, Strathmore Expressive Papers, Princess Covers, Brookdale Linen Bond, Old Hampshire Bond, and Buckeye Covers are also some of the papers of The Lindenmeyr Lines that encourage better printing.

A booklet showing Neapolitan Covers in all the colors, and in both light or heavy weights, will be furnished on request.

HENRY LINDENMEYR & SONS

Established 1859

32-34-36 Bleecker Street, New York City

Branch Houses:

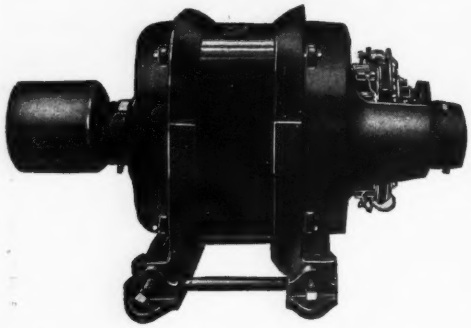
54-56 Clinton Street
Newark, N. J.

16-18 Beekman Street
New York, N. Y.

58-60 Allyn Street
Hartford, Conn.

THE LINDENMEYR LINES

KIMBLE
Motor Equipment Pays Dividends Every Day



1. *More impressions per hour,* because *flexible speed control* gives the feeder confidence.
2. *Less spoilage,* because the press-speed is flexible to the requirements and difficulties of each job.
3. Great saving in electricity, because current metered is proportionate to speed. Most jobs are run at less than maximum; and ordinary motors consume maximum current at *all* speeds.

Kimble Motors for Job Presses.
Kimble Motors for Cylinder Presses.
Kimble Motors for Monotype Machines, Folders, Stitchers, Cutters — all power driven tools of the printery.

ALTERNATING CURRENT ONLY

Send for our Bulletins.

KIMBLE MOTORS

KIMBLE ELECTRIC CO.
635 North Western Avenue
CHICAGO



Home of the
GLOBE
ENGRAVING & ELECTROTYPE COMPANY

DESIGNING
RETOUCHING
HALFTONES
ZINC ETCHINGS
COLOR PLATES
WAX & WOOD ENGRAVINGS
LEAD MOULD
NICKEL-STEEL ELECTROTYPES

701-721 S. DEARBORN ST., CHICAGO
Telephones, HARRISON 5260·5261·5262 *All Departments*

Specify AMERICAN when ordering

Accuracy Durability—Simplicity

A Perfect Machine of the Very Highest Grade Possible.
Steel Throughout. Every Machine Tested in a Printing Press and Guaranteed Accurate.

American Models 30 and 31

World-Standard Type-High Numbering Machines



SKIP WHEELS

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

A layout of jobs "2," "3," "4 " and "5" on is shown below

JOB 2 ON SkipWheels Skipping 2	No. 1 No. 2	JOB 3 ON SkipWheels Skipping 3	No. 1 No. 2 No. 3
JOB 5 ON SkipWheels Skipping 5	No. 1 No. 2 No. 3 No. 4 No. 5	JOB 4 ON SkipWheels Skipping 4	No. 1 No. 2 No. 3 No. 4

AMERICAN NUMBERING MACHINE COMPANY

220-226 Shepherd Avenue, Brooklyn, N. Y. 123 West Madison Street, Chicago, Ill.

Distributors for Canada: TORONTO TYPE FOUNDERS CO., Ltd., Toronto, Can.

Specify AMERICAN when ordering

Supreme Brand

FLEXIBLE TABBING COMPOSITION

Combines

Strength, Flexibility Economy, Elasticity



SUPREME BRAND Flexible Tabbing Composition is used by more than six thousand printers. By using SUPREME BRAND they realize BETTER TABBING at a cost no greater than if they had done a job of inferior tabbing.

It is packed in red, white and natural (amber) colors in 5, 10, and 25 pound pails at 37c, 36c and 35c per pound respectively. *Ask for special quantity price in larger packages.*

Absolutely Guaranteed

Your money promptly refunded if it fails to give SATISFACTION

Just send a trial order to the distributor named below who is nearest to you:

Chicago.....The Layton Elastic Glue Co. (Mfrs.)	Cleveland, Ohio.....Kingsley Paper Co.	Kansas City, Mo.....Graham Paper Co.
Boston, Mass.....The A. Storrs & Bement Co.	Cincinnati.....Cincinnati Cordage & Paper Co.	St. Paul, Minn.....Wright Barrett & Stillwell Co.
New York City, N. Y.....Lasher & Lathrop, Inc.	St. Louis, Mo.....Graham Paper Co.	Denver, Colo..Carter, Rice & Carpenter Paper Co.
Philadelphia, Pa.....Paper Mfgrs. Co., Inc.	Nashville, Tenn.....Graham Paper Co.	Spokane, Wash.....Zellerbach Paper Co.
Baltimore, Md.....Hubbs & Corning Co.	Birmingham, Ala.....Graham Paper Co.	Seattle, Wash.....Zellerbach Paper Co.
Richmond, Va.....B. W. Wilson Paper Co., Inc.	New Orleans, La.....Graham Paper Co.	Portland, Oregon.....Zellerbach Paper Co.
Pittsburg, Pa.....The Alling & Cory Co.	El Paso, Texas.....Graham Paper Co.	San Francisco, Cal.....Blake, Moffitt & Towne.

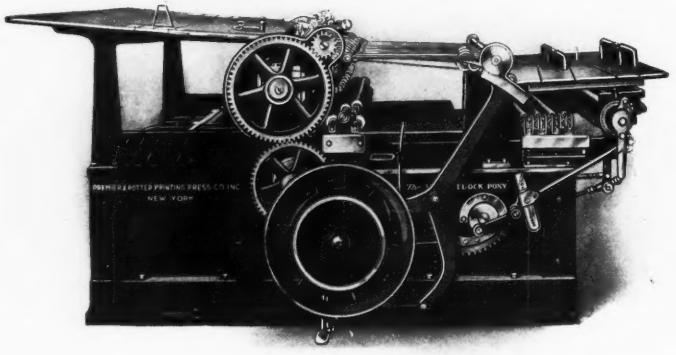
THE LAYTON ELASTIC GLUE CO., 703-709 West Fulton St., Chicago, U.S.A.

The WHITLOCK

Two-Revolution

PONY PRESS

—Standard pony press of the world.



NO cylinder printing press is so profitable an investment for the printer as the Whitlock Pony. Its reputation is world-wide. Smooth in its operation, quick to make ready and to get the form on and the work off, with a fine distribution, even and rigid impression, exact register, easy to feed and to operate, simple and durable — all these elements combine to make it the most popular of all the pony presses. It is as profitable for the large printing office with many cylinder presses as it is for the small printer whose only cylinder it is. It will print everything from an envelope to a sheet the full size its type bed will take, and from the lightest form to one with many halftones. It takes the place of the jobber — producing the work more quickly, of finer quality, and with less labor. Its speed is as fast as it can be fed with register. In short, *The* WHITLOCK PONY is the SWIFTEST, SMOOTHEST, SIMPLEST, MOST CONVENIENT, and MOST DURABLE of all pony presses. It is the Standard Pony Press of the World.

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

The Premier, The Whitlock Pony, The Potter Offset, The Potter Tin Printing Press

NEW YORK: 1102 AEOLIAN BLDG., 33 West 42d Street

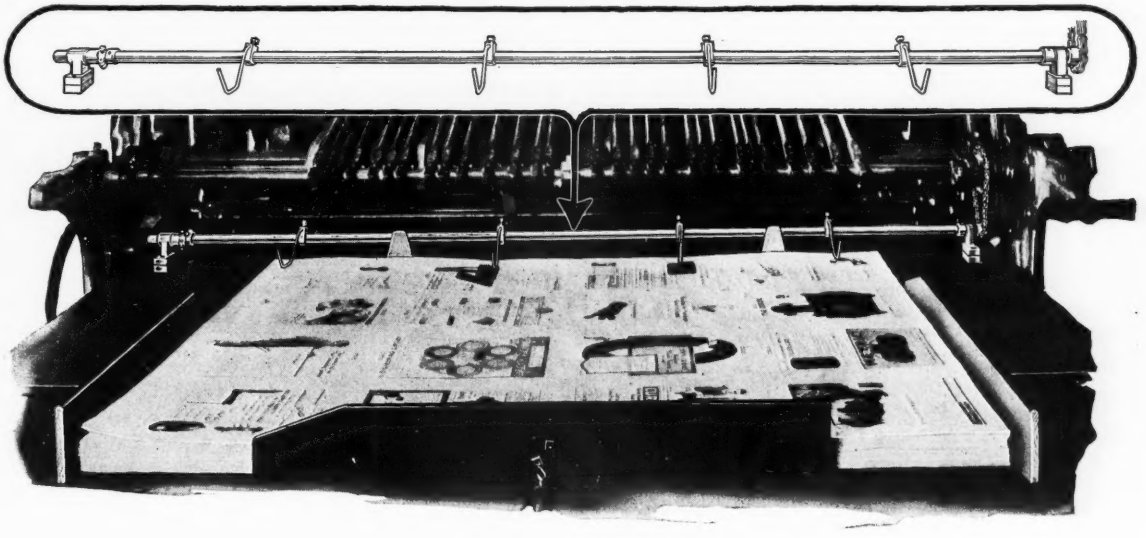
CHICAGO: 506 FISHER BLDG., 343 S. Dearborn Street
BOSTON: 720 RICE BLDG., 10 High Street
PITTSBURGH: 510 OLIVER BLDG., Smithfield and Oliver Streets
ATLANTA, GA.: MESSRS. J. H. SCHROETER & BRO., 133 Central Avenue
SAN FRANCISCO, CAL.: SHATTUCK & BICKFORD, INC., 345-355 Battery Street

CANADA WEST
MESSRS. MANTON BROS.
105 Elizabeth Street, Toronto, Ont.

CANADA EAST
GEO. M. STEWART, ESQ.
92 McGill Street, Montreal, P. Q.

MARITIME PROVINCES
PRINTERS' SUPPLIES, LTD
27 Bedford Row, Halifax, N. S.

Turned Corners Bother? This'll *Stop* 'Em!



The "WAYFIELD DOUBLEFLY"

IN your pressroom, in your bindery, what's the use of wasting time and money with turned corners when this almost human invention is guaranteed to keep corners smooth?

No need to tell you about the loss and waste turned corners cause. The point is, the "WAYFIELD DOUBLEFLY" positively stops it all—solves the problem forever.

The "WAYFIELD DOUBLEFLY" comes into action just as the printed sheet is delivered to jogger and ***holds it down*** while the regular fly is returning, thus preventing corners turning. Now in the biggest shops in the country.

Ask us for list of users and let us

Put a "DOUBLEFLY" *on your presses for 30 days trial*

If not satisfied don't pay a penny. We are so sure the "DOUBLEFLY" will make good, we are pleased to install it at our risk. Don't waste time with makeshifts. Write, wire or 'phone today for demonstration

638 Federal St., Chicago **WM. A. FIELD COMPANY** 38 Park Row, New York

Manufacturers of Equipment for Printers, Engravers and Electrotypers

FRANKLIN PRINTING PRICE LIST

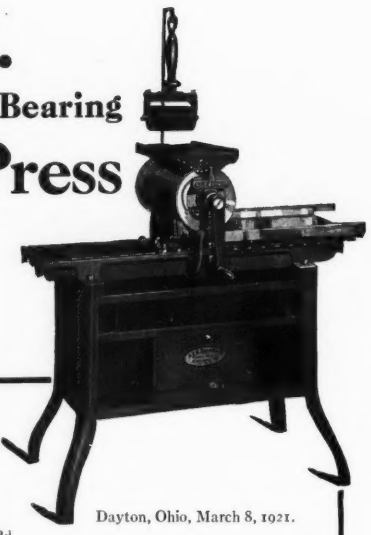
BASED ON present day costs of production, not those of a year or two ago—and costs ascertained every six months by a national survey.

The weekly Price List service, including *The Business Printer* and advertising service, is a business necessity for printers and buyers of printing.

Write for the Guarantee Offer.

PORTE PUBLISHING CO.
R. T. Porte, President
SALT LAKE CITY, UTAH

B. B. B.
Brower Ball-Bearing
Proof Press



No. 0
Bed, 14″x 20″

Nuff Said—

Messrs. A. T. H. Brower Company, Chicago, Ill.

Dayton, Ohio, March 8, 1921.

Gentlemen: Yours March 2d.

It will be interesting for you to know that prior to our placing order for one of your machines, we thoroughly investigated the proof press field, prompted as we were by an intense desire to secure a completely satisfactory machine capable of producing accurate work.

This investigation resulted in the purchase of your No. 0 14″x 20″ Proof Press.

Since its installation it has proven all that you claimed for it, resulting in our being well satisfied with our purchase.

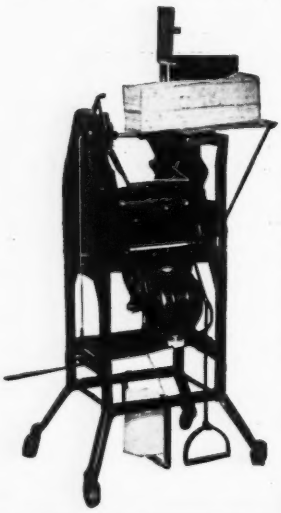
Yours very truly,
THE EGRY REGISTER COMPANY,
President and General Manager.

A. T. H. BROWER COMPANY
233 West Schiller Street, Chicago, Ill.

S. Cooke Proprietary, Lmt'd, *Sole Agents for Australia.*

SPEED UP DELIVERY

Packages tied by hand take time. Time costs money and delay. Labor saving machines have proved their worth elsewhere. Why not in the shipping room?



The BUNN Package-Tying Machine

takes the bother out of this work, and is an efficient aid to the shipping department. The BUNN is especially designed to handle large orders of tickets, pamphlets, books, cards, or anything that is printed in large quantities and must be tied in small bundles. Saves extra help, as one operator and The Bunn can easily do the work of three or four girls tying by hand.

Ten days FREE—A trial in your plant is the best means of finding out to *your* satisfaction why you need this machine.

Write us today for particulars regarding our ten-day free trial offer.

B. H. BUNN & CO.
7329 Vincennes Ave.
Chicago, Ill.

EXHIBITOR
Graphic Arts Exposition
-CHICAGO —— JULY 23 TO 30-

Printers and publishers will be interested in the larger model of our machine. It is especially adapted to handle bulky and difficult packages. Ask us for information.

REAL ECONOMY

is not the spending of a small sum for a cheaply made article, but in buying a desirable article of long wearing construction.

PUSH-BUTTON CONTROL MOTORS

are built for years of strenuous service. Time has proved this. An illustrated folder containing full information is yours for the asking.

Northwestern Electric Co.
408-416 South Hoyne Ave., Chicago, U. S. A.

Kansas City, Mo., 1024 Grand Ave. Montreal, Que., 401 New Birks Bldg.
Pittsburgh, Pa., 719 Liberty Ave. Minneapolis, 8 N. Sixth St.
Seattle, Wash., 524 First Ave., S. Toronto, 308 Tyrell Bldg., 95 King St.

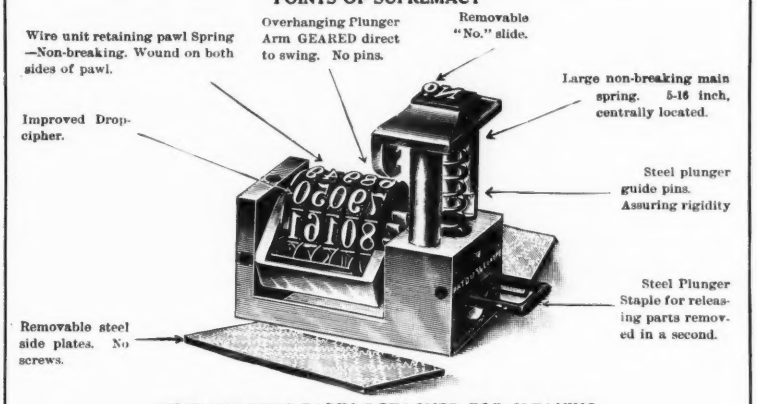


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THE RECOGNIZED WORLD STANDARD

TYPE-HIGH MODEL 27 5 WHEELS $20.00

POINTS OF SUPREMACY



VIEW SHOWING PARTS DETACHED FOR CLEANING

TYPE-HIGH MODEL 28 6 WHEELS $22.00

Simplest — Strongest — Fully Patented — Over 300,000 in use

To number either forward or backward — Fully Guaranteed — Over 75 other Models. Write for information. All orders can be filled immediately from stock.

THE ROBERTS NUMBERING MACHINE CO.

694-710 JAMAICA AVE., BROOKLYN, N. Y.

Builders of all kinds of Special Numbering Equipments. Branches and Agencies in principal countries of the world.

Cost of Printing Reduced

"You may put us down from now on as boosters for the Fortified Interchangeable Electric Pot for it is proving a winner for us. It has given us no trouble at all, has increased the efficiency of our Linotype 50 per cent, has eliminated loss of time to my operator, my foreman and my pressman, has reduced the amount of labor and has done away with the dangerous and offensive fumes of the gasoline pot.

"On our low power rate of 5 cents per kw., the pot saves enough, after operating cost is subtracted from the former gasoline cost, to pay our electric light bill and to pay 12 per cent on $300.00, the cost of pot and installation. The pot will heat in 45 minutes almost any time and has invariably maintained correct temperature. We have had to regulate the thermostat only once and that was the second day of operation. We are now getting some 250 pages of 10-point for revised city ordinance and have found no bad slugs."

The name of party writing this letter, as well as many other satisfied customers, will be gladly furnished upon request.

The Fortified Interchangeable Electric Pot

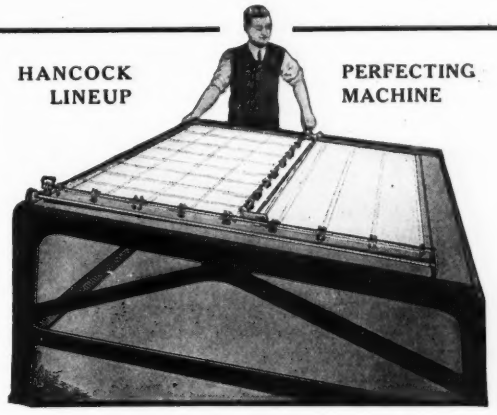
is a complete electric pot of our own manufacture (not a gas pot converted) that fits without change or alteration any model Intertype, Linotype or Linograph typesetting machines. It is also interchangeable with gas, gasoline or coal oil methods of heating.

The Fortified is so sturdy and scientific in construction that the standard 110 volt equipment is guaranteed to operate on any voltages from 100 to 125.

Write for illustrative booklet and let us tell you how your cost of printing can be reduced.

Fortified Manufacturing Co.

Fourteenth Street and Agnes Ave., Kansas City, Missouri



Easier and Better

There's a new kind of lineup for you to-day. Merely place a sheet on **The Hancock Perfecting Lineup Machine,** set markers and make one motion either way of sheet — a matter of about two minutes for the entire operation.

It ends a lot of slow, hard work.
It ends uncertainty.

This easier way is better, too. It gives a perfectly parallel and right angle lineup. It gives you correct and evenly spaced margins, and takes away human responsibility.

Let us send you a circular "For an Easier and Better Way."

Keep your eyes and mind open.

The Hancock Perfecting Lineup Machine Co.

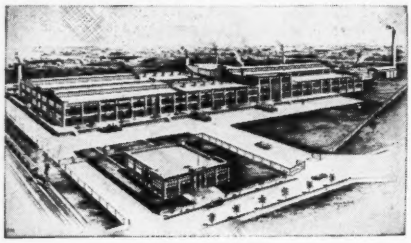
Lynn, Massachusetts

LATHAM AUTOMATIC REGISTERING CO. Chicago
Agents for the Middle West

TORONTO TYPE FOUNDRY CO., Ltd.
Exclusive Agents for Canada and Newfoundland

LINOTYPE STEREOTYPE MONOTYPE

TYPE METAL



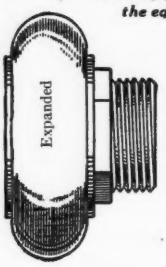
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UNION SMELTING & REFINING CO., Inc.

New York Newark Baltimore Detroit Chicago Cleveland

MORGAN EXPANSION ROLLER TRUCKS FOR JOB PRESSES

The only practical device on the market for the equalization of roller diameters.



50% Saved on Rollers

Des Moines, Ia., May 24, 1920

Gentlemen—Please send us at once one set of Roller Trucks for our new 12x18 C & P press. We have this equipment on all of our other presses and can not get along without them on the new one.

Spencer-Williamson Ptg. Co.

They Expand—They Contract and are Noiseless.



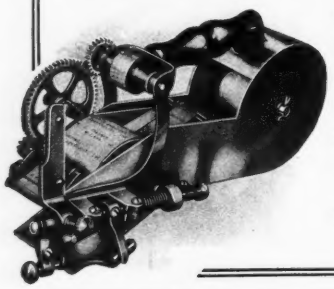
Ask your dealer or send direct to

MORGAN EXPANSION ROLLER TRUCK CO.

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Wing-Horton Mailer

A Standard Among Publishers



Many publishers prefer the standard brass mailer. To meet this demand we still supply the well-known Wing-Horton Mailer, a standard among publishers for over twelve years. The endorsements of the users are the best recommendations we can give for this machine.

Complete information from

Chauncey Wing's Sons

Greenfield, Mass.

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 S. Paulina Street, Chicago
New York Office: 220 West 42d Street

THE TYPOGRAPHY *of* ADVERTISEMENTS

By F. J. TREZISE

"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate *The Inland Printer* on the work."

Professor Walter Dill Scott.

136 pages, 65 illustrations in two colors. Price $2.10 postpaid.

THE INLAND PRINTER CO.

632 Sherman Street, Chicago

There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The J.F.W. Dorman Co.

Baltimore, Md., U. S. A.

Cast Your Own Sorts with the

Taylor Hand Adjustable Mold

SAVE
TIME!
TROUBLE!
MONEY!



A SORTS CASTER OPERATED ENTIRELY BY HAND—CASTING TYPE AND CUTS UP TO 6x9 PICAS.

Write for descriptive matter.

THE KAMCO CORPORATION

34 Barclay Street, New York City

METALS

Linotype, Monotype,
Stereotype
Special Mixtures

QUALITY

First, Last and All the Time

E. W. Blatchford Co.

230 N. Clinton St. Chicago
World Building New York

We cater to the Printing Trade in making the most up-to-date line of

Pencil and Pen Carbons

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters

MITTAG & VOLGER, Inc.

PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

WOODTYPE

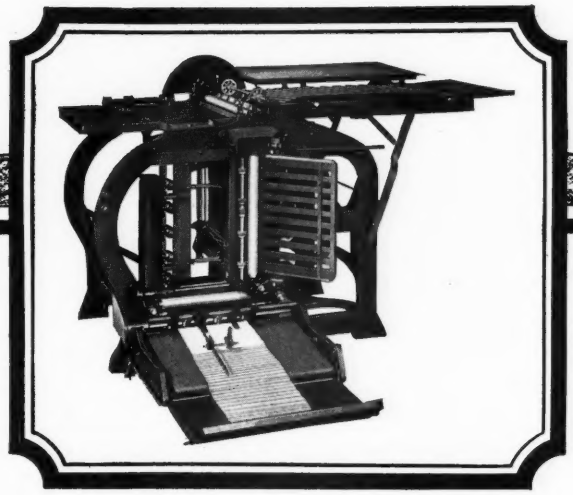
THE BEST AND CHEAPEST IN THE MARKET

Write for Sample Sheet.

Expert Makers:

American Brass & Wood Type Co.

302 McDougal St., Brooklyn, N. Y.



The Heart of the Bindery!

¶ There he stands, autocrat of the bindery, vanguard of bindery profits; proud of his position, sure of his future.

¶ The "Cleveland" is truly the heart of scores of the best binderies; so versatile and accurate as to be almost human; with a pulse that beats rapidly and with confidence that every pulse-beat means another accurately folded signature and a little more profit for his master.

¶ He glories in his work and knows no play, for his owner knows that no matter what kind of folding job is to be done—be it large or small, complicated or simple—the "Cleveland" will get on the job quickly, without fuss or feathers *and do it.*

¶ He is so nearly human in his capabilities that most owners class him as a good salesman because he helps to get business, and makes certain that the profit will be right.

You need a fellow like this to work for you.

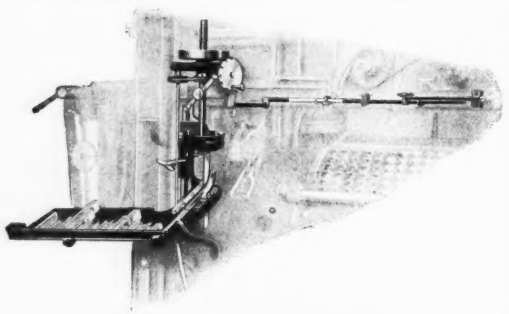
THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, NEW YORK — 101 Milk Street, BOSTON — The Bourse, PHILADELPHIA

532 S. Clark Street, CHICAGO — 824 Balfour Bldg., SAN FRANCISCO

EXHIBITOR
Graphic Arts Exposition
-CHICAGO —— JULY 23 TO 30-



THE MOHR LINO-SAW

cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

MOHR LINO-SAW CO.
513-515 West Monroe Street, Chicago



The Potter Proof Press

BETTER PROOF is very important to shops trying for efficiency. Potter Proof Press proving means better proof, fewer mistakes in composition, greater speed with less effort, and higher standards of work for the men.

CLEANER AND MORE COMPLETE PROOF has a direct bearing on sales. Sales respond more quickly to service than to any other influence, and good clean proof is appreciated by every customer.

YOU NEED a Potter Proof Press. Your superintendent and your sales manager both need it. The machine is worth more to you than the money it costs. Ask any printer who owns one.

Hacker Manufacturing Company
312 North May Street Chicago

EXHIBITOR
Graphic Arts Exposition
-CHICAGO — JULY 23 TO 30-

Noe-Equal

The National Cleaner and Type Wash

A Powerful Cleaner that instantly removes all dry ink from Halftone cuts, Type and Rollers. Harmless to Rollers, material and the hands.

Thomas Henry Beatty of San Francisco says,
"The best type and roller wash I ever used."

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

Effective Solicitation

for the printer is among his gravest problems. The quality customer is earnestly sought for and persistently desired. The quality customer can only be attracted and held by quality work. He is willing to pay the price if he can get what he wants. We have made the quality customer want



PEERLESS PATENT BOOK FORM CARDS

and while many are getting them, many are not because they have to be ordered from a distance. Let these people know you have the cards and you will get their business and hold it, and the cards will probably be the smallest item they will buy from you. They know you are a quality shop, because you handle these quality goods. You can not dodge that logic. The goods are the evidence. Can you afford to be one day without these cards? Send for prices to the trade. WRITE NOW.

The John B. Wiggins Co. Established 1857
Engravers, Plate Printers, Die Embossers, 1104 S. Wabash Ave., CHICAGO

Proposals for Printing

PROPOSALS FOR PRINTING are invited for the printing and furnishing of all blanks and printed matter to be used by this Society during the coming year; also for the furnishing of lodge regalia, pins, etc., for the year 1921. Detailed information with specifications and conditions will be furnished on application. Bids will be opened in May, 1921.

SUPREME FOREST WOODMEN CIRCLE

MARY E. LA ROCCA, Supreme Guardian
DORA ALEXANDER TALLEY, Supreme Clerk

W. O. W. Building, Omaha, Neb.

TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
TICONDEROGA FINISH

MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

SALES OFFICE, 522 FIFTH AVENUE, NEW YORK CITY, N. Y.

THE FUCHS & LANG MFG. CO

Inspiring Confidence and Making Good

"We find your Rutherford Forty O. K., incomparable for the money."
Yours truly,
(Signed) Signature on request.

This is the Fuchs & Lang RUTHERFORD FORTY of which we have been trying to get every printing office in the country to use. You will use it some day, Mr. Printer, if you read this advertisement. Send the order.

40c. per pound in lots of twenty-five pounds or more.

And when you send in an order for ink include an order for Miracol, the wonder ink reducer,

75c. a pint, $3.75 a gallon.

THE FUCHS & LANG MFG. CO.

Finest Printing and Lithographic Inks
Bronzing Machines

119 West 40th Street
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120 West Illinois Street
Chicago, Ill.

142 North Fourth Street
Philadelphia, Pa.

Factories: Rutherford, New Jersey

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

You may rely on ESLEECK'S ONION SKIN, MANIFOLD and THIN BOND PAPERS

Made of Clean Rag Stock (New Cuttings from Garment Factories).

FIDELITY ONION SKIN
EMCO ONION SKIN
SUPERIOR MANIFOLD
are now watermarked.

Useful in Every Business Office.
Not cheap, but economical.

Ask Dept. B for sample book.

ESLEECK MFG. COMPANY
Turners Falls, Mass.

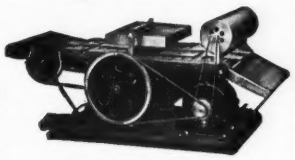


The Do-More Automatic Process Embosser

Printing and Embossing

with IMPROVED MACHINES

that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.

The Typo-Embosser is Our Improved Process Embossing Machine.
With double heater will take any size of stock up to 12 inches wide.
Write for our booklet No. 10 today.



The Automatic Card Printing Machine

TERRITORY NOW OPEN

Automatic Printing Devices Co.
Patentees and Manufacturers
Second and Minna St., San Francisco, Cal.

WRITE FOR EXCLUSIVE AGENCIES

DO IT NOW

Get Your Customers in Line for the Kind of PRINTING

that builds business for them ···· and for you

Every day, everywhere, men are proving that there is business a-plenty for those who are willing to go after it.

It may be a long time before we get back to a basis where we can take the "easy-come" orders and let the "hard-to-get" jobs go by.

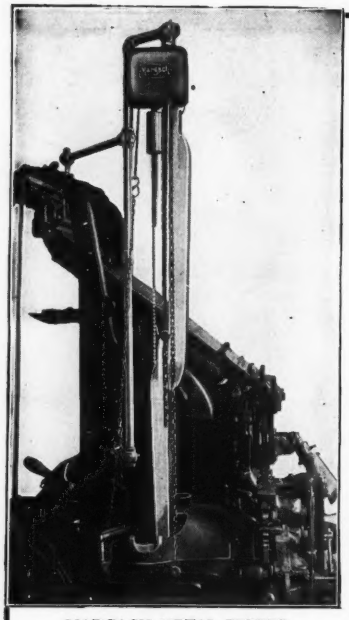
Most of us can not afford to wait for it. None of us want to wait for it.

Crescent will give you full co-operation in your effort to increase business for yourself and your customers.

Our entire Designing, Engraving and Electrotyping organization is at your disposal, as is our Advertising Plan and Copy Service. Ask us.

1921 THE YEAR OF OPPORTUNITY

Crescent Engraving Co.
Kalamazoo, Mich.



MARGACH METAL FEEDER
Linotype, Intertype, Ludlow and Elrod. Gas or Electric.

The **Margach Metal Feeder**

$75.00

Can be applied to any slug or single type casting machine. It will save you $1.00 per day per machine. The MARGACH has been endorsed by nearly a thousand users.

For further information call or write.

The PRINTERS SUPPLY CO.

Linotype Parts and Supplies

137-139 Grand Street, New York

HERMAN DIAMOND L. G. DOOLEY

A Magazine "somewhat different" from the other periodicals devoted to the graphic arts is

THE PRINTING ART

Issued monthly by The University Press Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be a good description for THE PRINTING ART.

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CAMBRIDGE, MASS.

Printing Machinery and Printers' Equipment for India and South Africa

We represent the undernoted markets, the leading Manufacturers of Printing Machinery and all allied trades, and are in touch with every printer and stationer.

We are desirous of receiving particulars of any new machine improvements, or articles of equipment and material for the Printing trade.

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SYSTEMS

The Loft-Dried Rag-Content Paper **BOND** *at the Reasonable Price*

IF YOU have been in the habit of classifying bond papers according to price—and if your experience has so far justified this method—you will find it a revelation to get samples and quotations on Systems Bond.

You will find that the price, judged by ordinary standards, is not the measure of the value of Systems Bond, but is simply the measure of our success in making and marketing it *economically.*

Though the price is moderate, yet Systems Bond is *loft dried* by exactly the same method used in drying the most expensive bond papers, including those used for government bonds and bank notes. It is strong and tough, and has that quality "feel" that is the recognized "hall mark" of high grade writing paper.

Judge Systems Bond by its *quality.* Compare samples *first.* Choose Systems for your letterheads and business forms because it is *better paper.* Let the price come afterward, as a pleasant surprise.

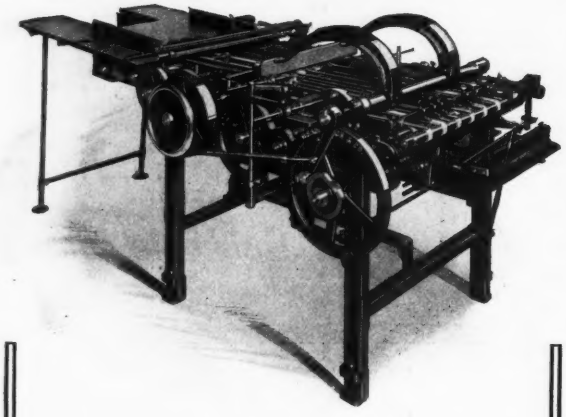
EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

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NEW YORK—J. E. Linde Paper Company
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WASHINGTON—R. P. Andrews Paper Company
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EXPORT—A. M. Capen's Sons, Inc., New York; W. C. Powers Company, Ltd., London, England
ENVELOPES—United States Envelope Company, Springfield, Mass.

Loft-Dried



Sooner or Later They Invariably Come Around to the

Anderson

It may seem a peculiar thing, but ANDERSON HIGH SPEED FOLDERS are bought by men who have been all around the circle in the still hunt for better equipment. The fact is, you can't make the circuit of the modern printing plants or binderies without bumping right into the ANDERSON.

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Meet the

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The production of Direct Advertising is a pleasant task if you work with Colonial Cover Paper.

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Its leathery pliability and its adaptability to fine printing and embossing make it the ideal cover paper for the advertising manager and printer's salesman who are responsible for the designing of worthwhile catalogues, colorful booklets and direct mail folders.

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Makers of Uncommon Cover Papers.

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The "Eastern" Sulphite *with the "Rag" appearance*

AFTER ALL, it's not what goes onto a paper machine, but what comes off of it, that counts with the printer and his customers.

It is easy to take sulphite pulp containing a fair percentage of rags, and make tolerably-poor bond paper out of it.

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MANILA, P. I.—J. P. Heilbronn Co.
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For Colt's Armory and Universal Presses

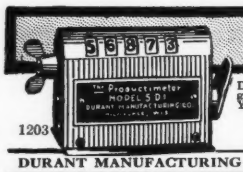
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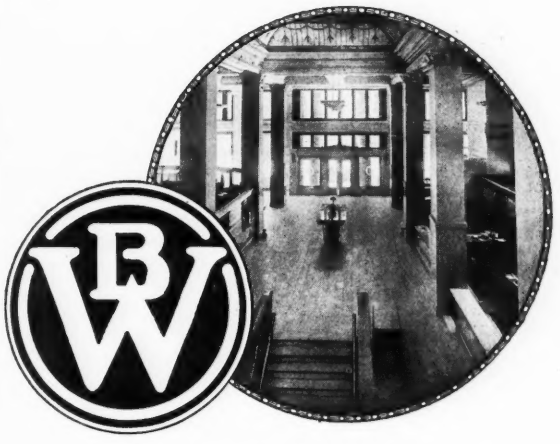
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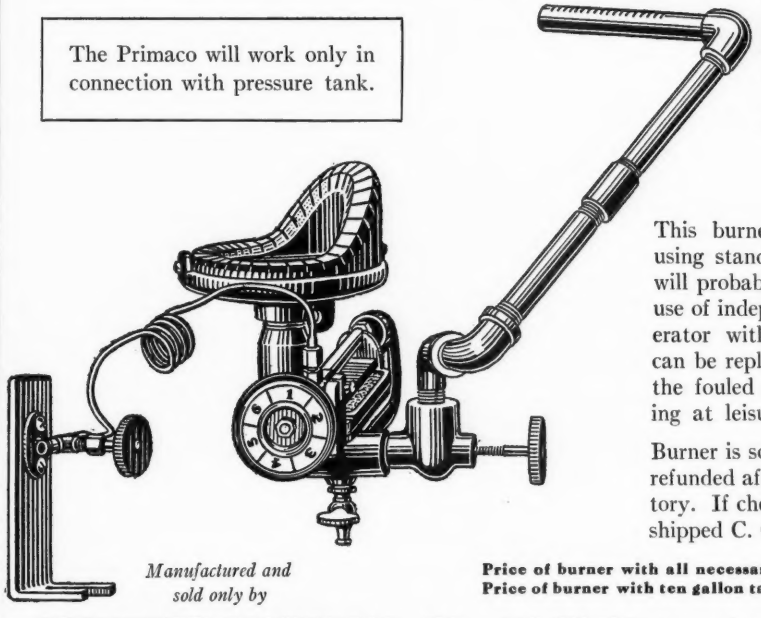
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The Primaco will work only in connection with pressure tank.



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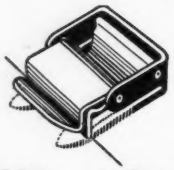
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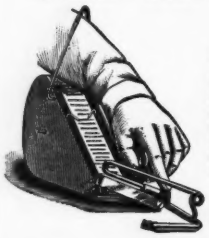
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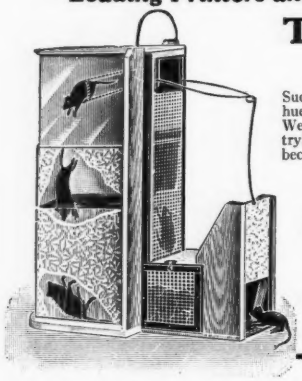
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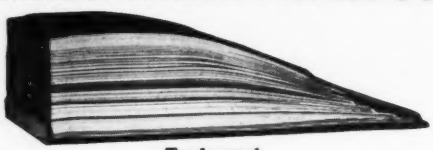
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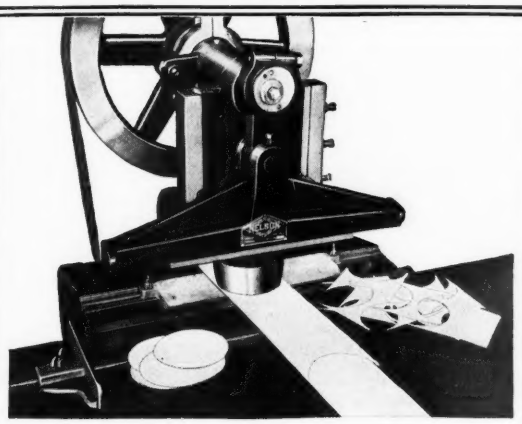
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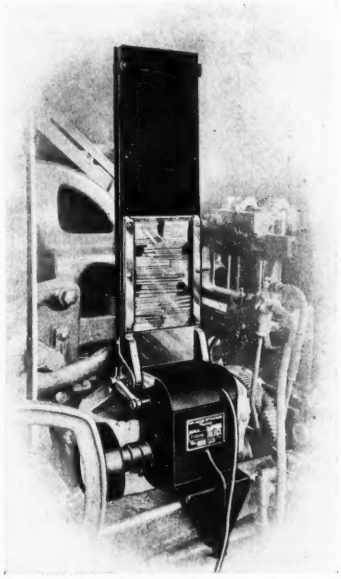
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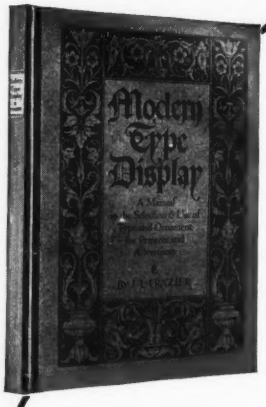
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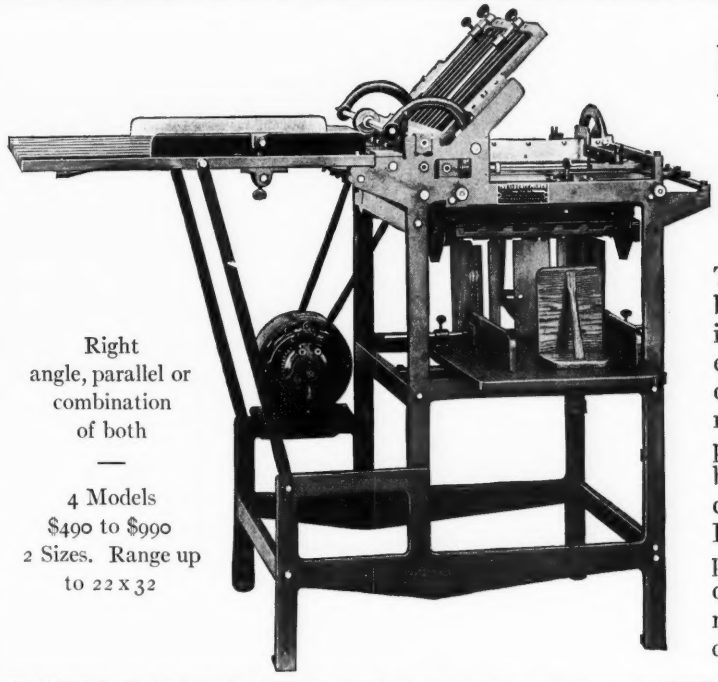
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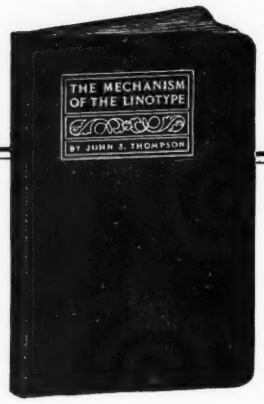
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CONTENTS:

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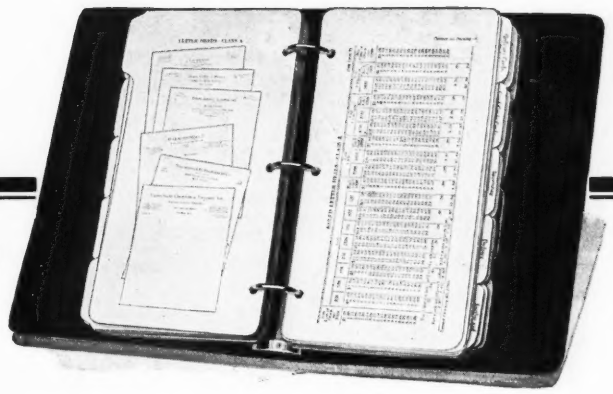
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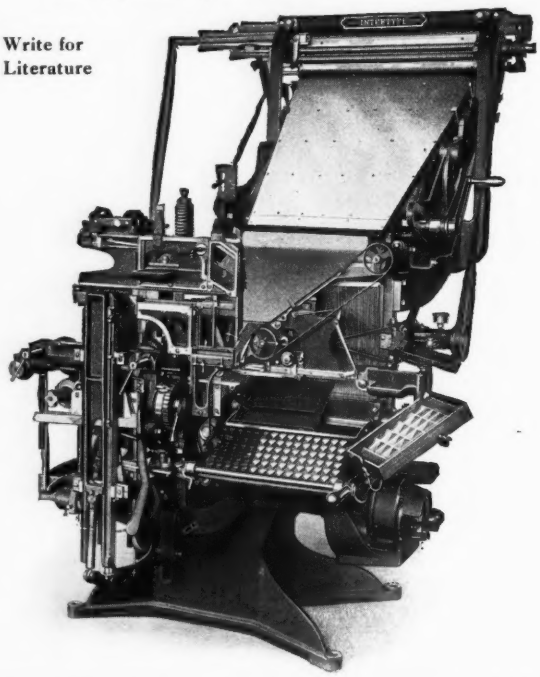
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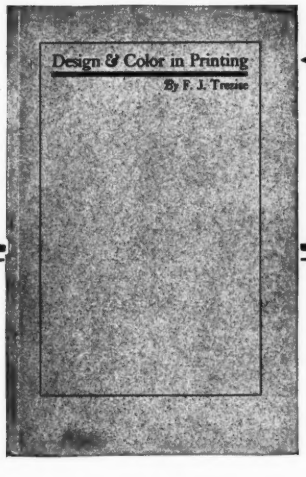
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